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THE CANADIAN PUBLIC'S AWARENESS AND PERCEPTION OF THE ATOMIC ENERGY CONTROL BOARD VOLUME 1: FINDINGS

by

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THE CANADIAN PUBLIC'S AWARENESS AND PERCEPTION OF THE ATOMIC ENERGY CONTROL BOARD

A report prepared by Contemporary Research Centre Limited.

ABSTRACT

This report presents the findings from personal interviews with a nationwide sample of 1,928 Canadians 18 years of age and over.

The report also incorporates the key findings from the exploratory phase report "Focus Groups Findings on Attitudes Toward the AECB and Its Activities", CRC, October, 1988.

RÉSUMÉ

Le présent rapport fournit les résultats de sondage individuel auprès de 1 928 Canadiens de plus de 18 ans à travers le pays.

Le rapport comprend aussi les résultats clefs de la phase exploratoire du rapport intitulé "Focus Groups Findings on Attitudes Toward the AECB and Its Activities" du Contemporary Research Centre, publié en octobre 1988.

DISCLAIMER

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INTRODUCTION

This report presents the findings from personal interviews with a nation-wide sample of 1928 Canadians 18 years of age and over.

Objectives

The primary objective of the research is to measure how the Atomic Energy Control Board (AECB) stands with the Canadian public. The research examines the existing level of awareness and knowledge about the AECB and the image that people have about the Board.

Another issue addressed in the research is the level of confusion within the public between the AECB and Atomic Energy of Canada Limited (AECL).

The data in this report can also be used as a benchmark against which improvements can be measured from the AECB's communications programs and activities undertaken in the future.

Research Method

The research was carried out in two phases - - a qualitative phase and a quantitative phase. The qualitative phase consisted of five focus groups conducted in Vancouver, Calgary, Toronto, Montreal and Halifax between September 29th and October 11th, 1988.

The results of this exploratory phase were presented to the AECB last Fall, (see "Focus Group Findings on Attitudes Toward the AECB and Its Activities" CRC, October 1988). That report provided valuable insight in designing the questionnaire for the quantitative phase.

The quantitative phase was carried out via CRC's OMNIBUS research service. In the month of November 1988, 1928 personal interviews with a representative sample of the Canadian population eighteen years of age and over were conducted across Canada in people's homes. All interviewing was done by trained and experienced CRC interviewers.

Full details of the sampling method employed on OMNIBUS are explained in the Technical Appendix at the back of this report.

About the Research

In order of presentation, this report contains:

Summary and Implications
Detailed Findings
Technical Appendix
Copy of the Questionnaire

In addition to this report, three sets of computer tabulations have been supplied to the AECB showing results in total and by:

Sex
Region
Age
Language
Education
Household Income
Community Size
Occupation
Familiarity with the AECB and AECL
Favourability towards the AECB

Percentages read across where per cent signs are shown on the left hand column of a table. Percentages read down where per cent signs appear at the top of the columns. Where percentages add to more than 100, it is because of multiple mentions.

For ease of presentation, the Atomic Energy Control Board is referred to in the text as AECB and Atomic Energy of Canada as AECL.

Acknowledgements

The CRC research team responsible for this project consisted of the following:

Sudha Mehta - Manager of CRC's Ottawa office
Frank Lacy - President of CRC (Toronto)
Jocelyne Despatis - Despatis Consultants Inc. (Ottawa)

Mr. Lacy brought his wide ranging experience in conducting surveys about the awareness and image of organizations to bear in designing and analyzing results of the research. Ms. Despatis conducted the focus groups and prepared the written report for the qualitative phase.

SUMMARY AND IMPLICATIONS

- **Awareness of the AECB is low.**

  About one-third of Canadians claim to have heard the name. Few claim to know much about it, are aware of what it does, or suggest areas for improvement.

  Awareness is higher in the upper socio-economic group - - a typical result.

- **Confusion in the public's mind between the AECB and AECL is not a big problem.**

  There are few Canadians who claim to know something about each of the two organizations.

  When confronted with the names of the two organizations, only 8% of Canadians mistakenly state that AECL is responsible for regulating the nuclear industry in Canada.

  If the AECB wishes to distance itself further from AECL and update its name, it might consider using the word "Nuclear" instead of "Atomic".

- **Canadians presume that those responsible for regulating nuclear matters in Canada are doing their job.**

  Very few (10%) say they are unfavourable toward the AECB after being informed that it is the federal government agency responsible for controlling the nuclear industry in Canada.

  Most (6 in 10) have either no opinion or are "half and half" in their favourability rating.

  Three in ten say they are very or mostly favourable toward the AECB.

- **There is tremendous opportunity for improving the public's image of the AECB.**

  In order to build a positive reputation, the AECB needs to establish recognition of its name with the Canadian public. The name becomes a hook upon which people can add new, positive thoughts and impressions.

  At present, Canadians have an indistinct image of the AECB. Even after being told what the AECB does, the public isn't terribly quick to assign qualities to the organization.

  The most prominent feature of the organization, according to the public, is that you never hear much about it.

- **Communicating about the AECB to the public may require a delicate touch.**

  People aren't clamouring to learn more about how nuclear energy is regulated. One gets the impression from the focus group results that you would hear about the AECB if there was a leak or an accident. Not hearing about the AECB, therefore, isn't all bad.

  There is also an undertone that nuclear power is threatening and, perhaps, slightly beyond our ability to understand and control.

  There is more interest in this topic among men than among women.

- **Canadians assign high importance to a number of the AECB's tasks. At the top are:**

  Safe storage of nuclear waste

  Enforcing requirements on industry

  Regulations for handling and shipping

  Protecting the public from contamination

  Safety inspections at nuclear sites

  If the AECB were to communicate with the public, these topics appear to have broader appeal than other ones. Answering inquiries, and allowing the public to have a say are low on the importance list. Few Canadians, presumably, can relate to asking a question, asking for information or saying something intelligent about health or safety standards in so complex and technical an area as nuclear energy.

DETAILED FINDINGS

I

AWARENESS OF THE
ATOMIC ENERGY CONTROL BOARD (AECB)
AND
ATOMIC ENERGY OF CANADA LIMITED (AECL)

A MAJORITY OF CANADIANS HAVE HEARD OF NEITHER THE AECB NOR AECL.

At the outset of the interview, Canadians were shown a card with the names of two organizations on it and were asked whether they had ever heard of each of them before or not. The two names shown on the card were:

Atomic Energy Control Board (AECB)

Atomic Energy of Canada Limited (AECL)

As shown in the table below, slightly more Canadians claim to have heard of the name Atomic Energy of Canada Limited than have heard of the name Atomic Energy Control Board.

"Here is a card showing the names of two organizations. For the first name, could you please tell me whether you have heard of them before or not?"

	AECL	AECB
Yes, I have heard of it	40%	35%
No, I have not	54	58
Not sure	6	7

The table on the facing page shows the proportion who have heard of each of the two organizations by various subgroups of the Canadian population. In general, name awareness is highest for both organizations among the highest income, occupation and education groups. This is not unusual since these people take in more information on a variety of topics than those at the lower end of the socio-economic scale.

Name awareness of the AECB is higher in Ontario and Western Canada than it is among Canadians in Eastern Canada.

The name AECL is more widely recognized in Ontario and the Prairies than it is in other parts of Canada.

There are two other results shown opposite that exhibit the same pattern for each organization. Name recognition is highest in the 45 to 64 year old group and is considerably higher among males than among females. Perhaps organizations involved with atomic energy are of more interest to men than to women and to those in the 45 to 64 years age group. English Canadians have slightly higher name recognition than French Canadians do for each of these two organizations.

There is considerable cross-over recognition. Of those who say they have heard of the AECB, 70% also say they have heard of AECL. Of those who have heard of AECL, 62% say they have also heard of the AECB.

"Here is a card showing the names of two organizations. Could you please tell me whether you have ever heard of them before or not?"

	Per Cent Who Have Heard of the	
	AECB	AECL
Canadian Public	35	40
Atlantic	27	33
Quebec	29	34
Ontario	38	45
Prairies	38	47
British Columbia	38	33
New Brunswick	27	34
Saskatchewan	39	39
Male	43	49
Female	27	30
18 - 24 years of age	15	20
25 - 34 years	27	32
35 - 44 years	39	42
45 - 54 years	44	49
55 - 64 years	49	54
65 years and over	38	45
English	37	42
French	30	33
Under $15,000	27	30
$15,000 - $24,999	37	41
$25,000 - $39,999	36	38
$40,000 - $59,999	34	43
$60,000 and over	42	52
Less than high school	31	33
Completed high school	31	37
Some college or university	37	43
Graduated college/ university or higher	48	54
Rural - under 1,000 community	31	34
1,000 - 99,999	33	36
100,000 - 999,999	36	46
1 million and over	37	39
Professional & managerial	46	51
Sales/clerical	31	41
Service workers	34	37
Skilled and unskilled labour	35	40
Housewives	27	27
Students	25	25
Retired/unemployed	37	43

CANADIANS DON'T KNOW MUCH ABOUT THE AECB OR, FOR THAT MATTER, AECL EITHER.

Those who had heard of each organization (764 people for AECL and 672 people for the AECB) were asked to indicate how well they feel they know each of them. As shown in the table below, the vast majority of those who have heard the names don't know very much or know practically nothing about the AECB and AECL.

"Would you say you know a great deal, a fair amount, not very much or practically nothing at all about . . .?"

	AECB	AECL
Those aware of the organization	100%	100%
Know a great deal	3%	3%
Know a fair amount	16	21
Don't know very much	47	45
Know practically nothing	34	31

When results are percentaged on total Canadians, not just those who have heard of each of the organizations, it can be noted that 9.6% of Canadians 18 years of age and over say they know a great deal or a fair amount about AECL and 6.5% of Canadians say they know a great deal or a fair amount about the AECB.

The table opposite shows the proportion within each subgroup who say they have heard of the AECB and AECL and who claim to know a great deal or a fair amount about the organization. Since the question about how much is known was asked only of those who claim to have heard of the organization, the number of interviews on which the percentages are based is small. For example, only thirty-seven Canadians 18 to 24 years of age claim to have heard of the AECB, therefore the 19% figure shown in the table is based on only 37 respondents.

One might expect that those at the highest end of the socio-economic scale who have heard of the organization might be more likely to say they know something about it than those who have heard of the organization but are at the lower end of the socio-economic scale. In general, this appears to occur in the figures presented in the facing table.

Profile of Those Who Are Familiar with the AECB and AECL

	Per Cent Who Say They Know A Great Deal or Fair Amount About	
	AECB	AECL
Among those aware of the organization	19	24
Atlantic*	20	30
Quebec	17	19
Ontario	26	29
Prairies	10	23
British Columbia	11	15
Male	22	30
Female	14	15
18 - 24 years of age*	19	30
25 - 34 years	19	20
35 - 44 years	18	28
45 - 54 years	18	27
55 - 64 years	22	31
65 years and over	16	17
English	19	26
French	16	16
Under $15,000	15	11
$15,000 - $24,999	18	24
$25,000 - $39,999	17	20
$40,000 - $59,999	15	32
$60,000 and over	29	37
Less than high school	14	16
Completed high school	13	19
Some college or university	24	34
Graduated college/ university or higher	27	35
Rural - under 1,000 community	15	19
1,000 - 99,999	15	20
100,000 - 999,999	20	28
1 million and over	22	25
Professional & managerial	24	36
Sales/clerical	23	27
Service workers*	19	36
Skilled and unskilled labour	14	21

* Read with caution because number of interviews on which results are based is less than 75 people.

Note: Some subgroups are not shown due to very small base numbers.

THE AECB IS PERCEIVED AS A FEDERAL GOVERNMENT AGENCY.

Those aware of the AECB and AECL were asked to indicate the nature of the organization from a short list. Among those aware of the AECB, 62% correctly chose "a federal government agency" to describe the AECB.

> "Do you think that (AECB/AECL) is a private company, a federal government agency, a crown corporation or a consumer action group?"

	AECB	AECL
Those aware of the organization	100%	100%
A federal government agency	62%	48%
A crown corporation	13	26
A consumer action group	4	2
A private company	2	9
Don't know/not sure	19	15

As shown above, the most frequently used designation by Canadians who have heard of AECL is that it, also, is a federal government agency (48%). Only about one-quarter (26%) correctly describe it as a crown corporation. It may be that many people are unaware of what a crown corporation is and the broader designation "federal government agency" struck people as a more appropriate answer for AECL. Only a handful (9%) said AECL was a private company.

The words "control" and "board" probably help direct people to the AECB as the government regulator. The word "limited" suggests a corporation to people.

When these results are percentaged on the total Canadian population, 21.4% of Canadians describe the AECB as a federal government agency and 10.4% describe AECL as a crown corporation.

The facing table shows the proportion of those who have heard of the AECB and who identify it as a federal government agency. As shown in the left hand column, Canadians in the highest income and occupation categories are more likely than others to correctly identify the status of the AECB (73% in each case). Generally speaking, the level of recognition that the AECB is a federal government agency is reasonably uniform across all subgroups when one considers the small number of interviews on which each of these percentages is based.

Correct identification of AECL as a crown corporation is also highest among those in the $60,000 and over income group, professional/managerial occupation and university graduates. There is greater acknowledgement of the crown corporation status for the company in Ontario and Western Canada, among men, and among English speaking Canadians. The geographic differences may be due to the lack of AECL operations in Eastern Canada.

Profile of Those Who Correctly Identify the Nature of Each Organization

	Per Cent Who Say That the AECB is a Federal Government Agency	Per Cent Who Say That AECL is a Crown Corporation
Canadian Public	62	26
Atlantic*	64	13
Quebec	64	16
Ontario	62	30
Prairies	65	33
British Columbia	50	29
Male	66	31
Female	54	19
18 - 24 years of age*	70	19
25 - 34 years	57	26
35 - 44 years	69	27
45 - 54 years	65	24
55 - 64 years	58	29
65 years and over	57	28
English	61	29
French	64	15
Under $15,000	55	21
$15,000 - $24,999	67	29
$25,000 - $39,999	55	23
$40,000 - $59,999	65	28
$60,000 and over	73	44
Less than high school	58	21
Completed high school	59	25
Some college or university	67	26
Graduated college/ university or higher	66	35
Rural - under 1,000 community	61	20
1,000 - 99,999	54	24
100,000 - 999,999	66	31
1 million and over	63	26
Professional & managerial	73	39
Sales/clerical	67	29
Service workers*	60	28
Skilled and unskilled labour	60	20

* Read with caution because number of interviews on which results are based is less than 75 people.

Note: Some subgroups are not shown due to very small base numbers.

LESS THAN 10% OF CANADIANS THINK AECL REGULATES THE NUCLEAR INDUSTRY.

For the question described on this page and earlier questions in this chapter, the respondent was holding a printed card in his/her hand showing the names of the two organizations. This technique aided the respondent to the extent that two distinct organizations were presented and respondents were asked questions about each of them.

Even if the respondent was unaware of either or both names, their opinion was sought as to which of the two organizations regulates the nuclear industry in Canada. About one-half said they didn't know and the remainder chose the AECB rather than AECL by a margin of about five to one.

> "One of these organizations is responsible for manufacturing and selling nuclear energy products and the other is responsible for regulating the nuclear industry in Canada. I don't want you to guess. If you don't know which is which, just tell me.
>
> Which one of these organizations regulates the nuclear industry in Canada?"

	Canadian Public
AECB	42%
AECL	8
Don't know	50

The table opposite shows the profile of those who identified each of the two organizations as regulating the nuclear industry in Canada.

Canadians in the highest income, education and occupation groupings are most likely to correctly identify the AECB with nuclear industry regulation (over 60%).

There is no group where more than one in eight say AECL regulates the nuclear industry in Canada.

There is some element of confusion between the AECB and AECL with a small segment of the Canadian public. A large majority have never heard of either of the two organizations and, even if they have, know little or nothing about them. The task for the AECB is not so much one of distinguishing itself from AECL, but becoming more widely known to a broader segment of the public.

In the focus groups, some people expressed the opinion that "nuclear" is a more contemporary word than "atomic". If the AECB is contemplating a name update, this might be a consideration that could, incidentally, distance it from AECL as well.

Profile of Those Who Say the AECB or AECL Regulates the Nuclear Industry in Canada

	Per Cent Who Choose	
	AECB	AECL
Canadian Public	42	8
Atlantic	33	9
Quebec	37	7
Ontario	47	9
Prairies	47	6
British Columbia	37	5
New Brunswick	30	6
Saskatchewan	45	7
Male	48	9
Female	36	6
18 - 24 years of age	38	8
25 - 34 years	50	7
35 - 44 years	46	8
45 - 54 years	45	10
55 - 64 years	40	6
65 years and over	27	7
English	45	8
French	34	7
Under $15,000	24	6
$15,000 - $24,999	40	8
$25,000 - $39,999	44	6
$40,000 - $59,999	49	10
$60,000 and over	63	10
Less than high school	26	7
Completed high school	43	8
Some college or university	56	8
Graduated college/ university or higher	63	7
Rural - under 1,000 community	37	8
1,000 - 99,999	37	6
100,000 - 999,999	47	8
1 million and over	44	8
Professional & managerial	63	6
Sales/clerical	49	9
Service workers	43	8
Skilled and unskilled labour	44	9
Housewives	29	6
Students	42	12
Retired/unemployed	33	6

II

IMAGE OF THE AECB

THE MORE FAMILIAR CANADIANS ARE WITH THE AECB, THE MORE INCLINED THEY ARE TO THINK FAVOURABLY OF IT.

During the focus groups, we learned that Canadians assumed somebody was supervising the nuclear industry even though few were able to recite the name of the agency responsible. Respondents in the quantitative study were told partway through the interview that the AECB is the agency responsible for controlling the nuclear industry in Canada. All respondents were then asked to indicate how favourable or unfavourable their opinion is about the AECB and the work it does.

As shown on the left hand column of the table opposite many more Canadians say they are favourable (30%) than say they are unfavourable (10%) toward the AECB. Many Canadians say they have no opinion - - presumably because they don't know enough about the AECB to answer even such a general question as favourability. Others put themselves in the "half and half" category.

As shown in the right hand column of the table opposite, those aware of the name the AECB are more likely than others to have an opinion on the favourability question. Among those who claim to have heard of the AECB before, more than three times as many say they are favourable (41%) as say they are unfavourable (12%) toward the AECB.

Those who are most familiar with the organization have the highest opinion on it. This is the axiom that applies to many, but not all, organizations. As shown in the table below, nearly one-half of those who are familiar with the AECB say they are favourable towards it. At the other end of the scale, only one-quarter of those who have never heard of the AECB but were informed as to what it does during the course of the interview said they were favourable towards it.

Degree of Familiarity:	Per Cent Who Say They Are Very or Mostly Favourable Toward the AECB
Know a great deal or fair amount	48
Don't know very much	42
Know practically nothing	32
Never heard of the AECB before	24

"The Atomic Energy Control Board is the federal government agency responsible for controlling the nuclear industry in Canada. Even though you may not know much about it, I'd like to get your impressions about this regulatory agency. Which of the statements on this card best describes your overall opinion about the Atomic Energy Control Board and its control work?"

	Canadian Public	Aware of the AECB
Very favourable	10%	13%
Mostly favourable	20	28
Half and half	23	29
Mostly unfavourable	5	7
Very unfavourable	5	5
No opinion	37	19

FAVOURABILITY IS HIGHER AMONG THE UPPER SOCIO-ECONOMIC GROUP.

The table opposite shows the proportion who rated the AECB favourably or who rated it unfavourably among various subgroups of the Canadian population.

Canadians in the highest income, occupation and education groups are more likely to say they are favourable than Canadians further down the socio-economic ladder are. Younger Canadians, those at the bottom end of the ladder and women are less likely to express an opinion on the question.

Favourable ratings are highest in Quebec and Saskatchewan. In other studies for other government agencies, we have sometimes noted a predilection for Quebecers to endorse federal government agencies. In the AECB's case, this seems to occur once the interviewer tells the Quebec respondent what the organization is. As noted earlier in this report, people in Quebec were less likely than average Canadians to have heard of or to be familiar with the AECB.

On the other side of the coin, the unfavourable rating is much higher in New Brunswick (23%) than anywhere else in Canada. That is the only place where as many say they are unfavourable as say they are favourable toward the AECB. In New Brunswick there is one reactor, Point Lepreau Generating Station, operated by the New Brunswick Electric Power Commission.

Profile of Those Who Have Favourable and Unfavourable Opinions of the AECB

	Per Cent Who Say They Are	
	Very/Mostly Favourable	Mostly/Very Unfavourable
Canadian Public	30	10
Atlantic	21	6
Quebec	38	11
Ontario	29	11
Prairies	27	9
British Columbia	23	8
New Brunswick	19	23
Saskatchewan	35	12
Male	36	11
Female	25	9
18 - 24 years of age	27	11
25 - 34 years	32	8
35 - 44 years	31	11
45 - 54 years	31	10
55 - 64 years	37	9
65 years and over	22	12
English	27	10
French	38	11
Under $15,000	21	8
$15,000 - $24,999	30	8
$25,000 - $39,999	31	12
$40,000 - $59,999	38	8
$60,000 and over	42	8
Less than high school	22	11
Completed high school	30	9
Some college or university	39	9
Graduated college/ university or higher	39	10
Rural - under 1,000 community	25	10
1,000 - 99,999	25	9
100,000 - 999,999	31	8
1 million and over	35	11
Professional & managerial	38	9
Sales/clerical	33	9
Service workers	30	8
Skilled and unskilled labour	31	11
Housewives	26	7
Students	34	8
Retired/unemployed	24	12

THE AECB HAS AN INDISTINCT IMAGE WITH THE CANADIAN PUBLIC.

The heart of the image measurement is a series of statements, both positive and negative, which are shown to respondents. After being informed as to what the AECB does, Canadians chose those statements which best fit their impression of the organization. With the low level of familiarity between the AECB and the average Canadian as described in Chapter I, it is not surprising that the rate of selection of positive items to describe the AECB is on the low side. In other image studies it is not unusual for some items in the image list to be chosen by half of the public or more to describe a corporation or government agency.

The table opposite shows the percentage who chose each of the positive statements from the list to describe the AECB. Even when the analysis is confined solely to those who claim to be aware of the AECB none of the positively phrased reputation elements is selected by as many as four in ten.

At the top of the list are these two aspects of reputation:

Employs highly skilled scientists and engineers

Helps to reduce the risk of a nuclear accident

More than one-quarter of Canadians choose each of these two statements to describe the AECB.

At the next level, statements chosen by about one Canadian in five to describe the organization:

Acts in the best interest of all Canadians

Sets high standards for public safety

Takes its responsibility for regulating the nuclear industry seriously

Performs an important and worthwhile task

Has the expertise to deal with a very complex technology

At the bottom end of the table, there is very little recognition among the public of the AECB's communications, and international standing. When people know very little about an organization it is very hard for them to step up and say specific things such as it's well managed or credible or provides reliable information. Telling people that the AECB is responsibile for controlling the nuclear industry can prompt some people to say it helps reduce the risk of accidents or means that highly skilled scientists are employed. It may be, however, that the federal government agency designation does little to convey that the organization has communication and people orientations.

The list developed for the survey consisted of twenty-two items. The negatively worded items are described on the following page. In preparing this list consideration was given by the researchers as to what elements might be salient in people's minds. This list-building activity was aided by the five focus group sessions that were conducted across Canada with members of the general public in October 1988. In the focus groups, a list of 58 items was used and factor analysis was employed to reduce the image list to a smaller number of discrete elements for the quantitative survey.

"Here is a list of things both favourable and unfavourable that might be said about the federal nuclear regulatory agency known as the Atomic Energy Control Board. Now read through the list and every time you come to a statement that fits your ideas or impressions of the Atomic Energy Control Board, just tell me the number beside it."

POSITIVE STATEMENTS

	Canadian Public	Aware of AECB
Employs highly skilled scientists and engineers	30%	39%
Helps to reduce the risk of a nuclear accident	28	37
Acts in the best interest of all Canadians	24	30
Sets high standards for public safety	22	29
Takes its responsibility for regulating the nuclear industry seriously	21	27
Performs an important and worthwhile task	18	26
Has the expertise to deal with a very complex technology	18	25
Has a good reputation nationally and internationally	13	20
Makes a lot of effort to protect the environment	13	18
Understands people's concerns	12	15
Provides reliable information	10	12
Is receptive to the public's comments and suggestions	8	12
Well managed	6	8
You can believe what it says	5	7

THE AECB'S LOW PROFILE IS THE MOST PROMINENT FEATURE OF THE ORGANIZATION.

The most frequently chosen of the twenty-two items on the image list is "you never hear much about it". This is chosen by half of the Canadian public and by nearly one-half of those who are aware of the Atomic Energy Control Board.

Two other negative elements are mentioned frequently enough to be of concern to the AECB. Despite the organization's low profile, more than one in five choose these two items to describe the AECB.

Hides the facts about nuclear dangers

Not tough enough about regulating the nuclear industry

This type of result should help the organization in its communications. Canadians are concerned that the AECB is hiding things and is too soft in regulating the industry. We don't know what causes Canadians to reach this conclusion although it isn't terribly difficult to speculate as to how this public opinion could be arrived at. The task for the AECB is to promulgate more information about itself that corrects the impression that the agency is hiding things or fails to enforce its regulations.

Public opinion is not widespread that the AECB is not independent, just a front organization, is in bed with the industry, is too generous in granting licenses, or fails to keep up with industry developments.

People who are aware of the AECB were no more likely to choose each of the seven negative statements than other Canadians were. Sometimes people who are familiar with an organization are more likely to see the warts, but this doesn't appear to be the case with the AECB.

The following page examines results on the image list by region. In general, there are more differences by geographic region than by other characteristics of the Canadian population.

NEGATIVE STATEMENTS

	Canadian Public	Aware of the AECB
Never hear much about it	50%	46%
Hides the facts about nuclear dangers	25	27
Not tough enough in regulating the nuclear industry	21	26
Makes it too easy to get a licence	9	10
Not independent enough	8	10
In bed with the industry it is supposed to regulate	8	10
Just a "front" organization without real power	8	8
Fails to keep up to date with developments in the industry	8	7

CANADIANS IN NEW BRUNSWICK CHOOSE MORE CHARACTERISTICS TO DESCRIBE THE AECB THAN OTHER CANADIANS DO.

The average number of items chosen (either positive or negative) from the image list is higher among the small sample of people interviewed in New Brunswick than it is in other parts of Canada.

	Average Number of Items Chosen
Atlantic	2.8
New Brunwick	4.7
Quebec	3.0
Ontario	3.3
Prairies	3.5
Saskatchewan	3.7
British Columbia	2.8

Note: Based on 21 items excluding "Never hear much about it".

It was noted in Chapter I that Canadians in New Brunswick are no more aware or familiar with the AECB than other Canadians are. Early in this Chapter, however, it was pointed out that the balance of favourable versus unfavourable sentiment toward the AECB was less satisfactory in New Brunswick than elsewhere.

In the information shown opposite one would hope to find out why people in New Brunswick are less favourable. Based on 106 people interviewed in that province, it appears that they are more likely to choose both positive and negative statements to describe the organization. To explain why more people there are unfavourable, we should perhaps focus on the high numbers in New Brunswick who choose these four negative items to describe the AECB:

Hides the facts about nuclear dangers

Not tough enough in regulating the nuclear industry

Makes it too easy to get a licence

Fails to keep up to date with developments in the industry

The rate of selection is higher in New Brunswick than in other parts of Canada on these four elements.

In Saskatchewan, where much of Canada's uranium mining is carried out, answers are not very much different than they are in the Prairies as a whole. People in Ontario have a number of positive impressions about the AECB. They are not quite as likely as those in some other parts of Canada to say that one never hears much about the AECB. The rate of selection of statements is on the low side in British Columbia, Quebec and in Atlantic Canada (except in New Brunswick). In Quebec, more people select the negative item about hiding facts than any of the positively phrased items to describe the AECB.

In all sections of Canada there is plenty of room for improvement in establishing positive connotations in the public's mind for the AECB or (if they don't know the name) the agency which regulates the nuclear industry in Canada.

Per Cent Who Select Image Items
to Describe the AECB by Region

	Atlantic				Prairies		
	Total	N.B.	Que.	Ont.	Total	Sask.	B.C.
Positives							
Employs highly skilled scientists and engineers	27	46	21	34	35	32	28
Helps to reduce the risk of a nuclear accident	25	35	23	31	34	33	22
Acts in the best interest of all Canadians	29	45	21	25	26	33	17
Sets high standards for public safety	20	39	18	25	27	21	19
Takes its responsibility for regulating the nuclear industry seriously	16	34	15	22	27	28	24
Performs an important and worthwhile task	16	20	13	20	24	26	15
Has the expertise to deal with a very complex technology	10	19	15	21	20	15	18
Has a good reputation nationally and internationally	7	9	12	14	16	13	13
Makes a lot of effort to protect the environment	9	16	10	15	16	19	9
Understands people's concerns	13	28	12	13	13	14	7
Provides reliable information	11	18	9	11	12	15	9
Is receptive ot the public's comments and suggestions	12	19	9	8	9	9	6
Well managed	6	15	5	7	6	7	3
You can believe what it says	4	8	7	4	5	10	3
Negatives							
Never hear much about it	35	51	57	45	51	51	61
Hides the facts about nuclear dangers	22	34	30	24	22	28	23
Not tough enough in regulating the nuclear industry	25	28	23	20	22	26	22
Makes it too easy to get a licence	11	20	15	6	5	8	7
Not independent enough	4	6	10	9	7	7	8
In bed with the industry it is supposed to regulate	2	5	11	7	8	13	9
Just a "front" organization without real power	3	6	11	7	6	9	9
Fails to keep up to date with developments in the industry	10	16	9	9	5	7	7

III

PERCEPTIONS OF THE AECB'S ROLE

SAFE STORAGE IS AT THE TOP OF THE PUBLIC'S LIST OF PRIORITIES.

The researchers assembled a list and asked Canadians which would be the most important tasks of a regulatory body such as the AECB.

More people chose ensuring the safe storage of nuclear waste than any of the other fifteen tasks described opposite.

Four other tasks were chosen by about four in ten as being important jobs for the agency:

> Enforcing health, safety, and security requirements that it imposes on the nuclear industry in order to protect the public
>
> Setting regulations for handling and shipping of nuclear materials
>
> Protecting the public from the possible hazards of nuclear contamination
>
> Performing safety inspections at nuclear work sites

At the bottom of the list is "answering enquiries and providing information". People evidently assign much more importance to having the agency protect their health and safety than to answering their questions. Other jobs that are cited as important by fewer than ore in six are:

> Allowing the public to have a say in setting health and safety standards
>
> Examining applications and issuing licences for those involved in the nuclear industry
>
> Having experts on hand to investigate nuclear incidents

The public doesn't have much trouble in labelling a variety of the AECB's tasks as important ones. The public sees a need for an agency to promote public safety with regard to nuclear waste, handling, and production. Canadians who are unaware that there is such an agency would be pleased to learn that the AECB is successfully carrying out these tasks.

"Here is a list of things that a federal agency responsible for regulation of nuclear materials might be engaged in. Would you please look through the list and tell me which four or five you think would be the most important jobs of an agency like this one."

	Canadian Public
Ensuring the safe storage of nuclear waste	55%
Enforcing health, safety, and security requirements that it imposes on the nuclear industry in order to protect the public	46
Setting regulations for handling and shipping of nuclear materials	41
Protecting the public from the possible hazards of nuclear contamination	41
Performing safety inspections at nuclear work sites	39
Setting regulations and standards for the safe operation of the nuclear industry	31
Safeguarding the health of workers in the nuclear industry	30
Setting training and performance standards for workers in the nuclear industry to minimize human error	27
Ensuring that radioactive materials exported by Canada are used only for peaceful purposes	23
Informing the public about nuclear safety and protection issues	21
Consulting the public before licensing large nuclear facilities such as nuclear power plants	19
Controlling the import of radioactive materials	19
Having experts on hand to investigate nuclear incidents	16
Examining applications and issuing licences for those involved in the nuclear industry	15
Allowing the public to have a say in setting health and safety standards	13
Answering enquiries and providing information material	7

CANADIANS IN VARIOUS SUBGROUPS ASSIGN PRIORITIES TO THE AECB'S TASKS IN SIMILAR FASHION.

The five jobs that were chosen most widely by Canadians as important ones for the THE AECB are shown in the table opposite. Under each one is the percentage of Canadians in each subgroup who describe that job as one of the four or five most important things for the AECB to do.

In just about all subgroups, ensuring the safe storage of nuclear waste is chosen more often than any of the other tasks as being more important. The other four tasks shown opposite are described as important by substantial minorities within each subgroup.

There are few differences by sex, age, language, income, etc. in the proportions who describe each of the five tasks as important. By and large what is important to one group is important to the others.

In New Brunswick, nearly as many say performing safety inspections at nuclear sites and enforcing requirements are "important" as say this for the topmost job - - safe storage of nuclear waste. There is a substantially higher proportion in New Brunswick who describe safety inspections as important than is the case in other parts of Canada.

In Saskatchewan there is a higher proportion who say regulations for handling and shipping are "most important". This is probably due to heightened awareness that uranium is mined in Saskatchewan. This places handling and shipping more in the forefront of public thinking in that province.

FIVE MOST IMPORTANT JOBS OF THE AECB

1. Ensuring the safe storage of nuclear waste.
2. Enforcing health, safety, and security requirements that it imposes on the nuclear industry in order to protect the public.
3. Setting regulations for handling and shipping of nuclear materials.
4. Protecting the public from possible hazards of nuclear contamination.
5. Performing safety inspections at nuclear work sites.

	1	2	3	4	5
Canadian Public	55%	46	41	41	39
Atlantic	43%	37	34	39	39
Quebec	53%	45	34	40	37
Ontario	56%	49	43	42	38
Prairies	58%	43	47	39	39
British Columbia	60%	47	45	42	43
New Brunswick	63%	57	43	41	57
Saskatchewan	64%	41	50	41	39
Male	55%	45	44	40	41
Female	55%	46	38	41	37
18 - 24 years of age	54%	50	40	48	42
25 - 34 years	55%	50	45	43	41
35 - 44 years	58%	50	43	38	36
45 - 54 years	58%	44	38	42	34
55 - 64 years	54%	40	41	43	40
65 years and over	48%	39	34	32	36
English	55%	46	43	41	39
French	53%	45	33	40	38
Under $15,000	48%	43	36	33	35
$15,000 - $24,999	55%	43	39	40	37
$25,000 - $39,999	56%	48	40	47	40
$40,000 - $59,999	58%	48	47	43	37
$60,000 and over	63%	56	53	44	43
Less than high school	51%	44	35	38	37
Completed high school	55%	46	40	43	39
Some college or university	63%	49	47	40	41
Graduated college/ university or higher	56%	46	49	44	39
Rural - under 1,000 community	47%	42	36	42	33
1,000 - 99,999	55%	45	36	42	40
100,000 - 999,999	57%	46	47	40	41
1 million and over	57%	48	40	40	39
Professional & managerial	51%	52	48	43	40
Sales/clerical	62%	49	42	45	43
Service workers	55%	48	39	43	38
Skilled and unskilled labour	59%	45	46	42	42
Housewives	54%	46	40	42	34
Students	60%	46	44	38	38
Retired/unemployed	51%	42	35	36	37

FEW PEOPLE POINT TO TASKS THAT THE AECB SHOULD BE DOING BETTER THAN THEY ARE.

As shown in the table opposite, the vast majority of Canadians (62%), even after being exposed to a long list of tasks, were unable to cite anything that the agency should be doing a better job on. By providing a list in the previous question, researchers gave Canadians some good handles to use for pinpointing certain jobs the AECB is not handling properly. Despite this assistance, less than 10% of the public singled out any particular job where the AECB's performance is inadequate.

At the top of the list are ensuring safety and protection of the public (6%) and safe storage of nuclear waste (5%). Safer disposal of radioactive materials was mentioned by 4%.

A few people specifically suggested that the AECB should provide more information and keep the public informed. Other ideas mentioned by as many as 1% of the Canadian public are shown in the table opposite.

In New Brunswick, 19% of the public felt that the AECB should be doing a better job of ensuring the safety and protection of the workers/community/ the public. For some reason, there are quite a few in New Brunswick (moreso than in other places) who feel that the AECB should be doing a better job of addressing this important issue.

Criticism of the job the AECB is doing is at a low level. There is interest in learning more about what the federal government is doing for the safety of its citizens. The AECB has an opportunity to heighten its profile and to inform Canadians about the many useful things it does to promote safe practices in the nuclear industry.

There was some concern in the group discussions that corporate interests could (and perhaps have) pushed ahead too recklessly, a strong hand is needed to ensure that risks are not taken needlessly. Enforcement of regulations and compliance by those in the industry is an important job. It must be well done by competent, incorruptible people.

"Are there any aspects of controlling the nuclear industry in Canada on which you feel the Atomic Energy Control Board should be doing a better job that what they are doing now? Anything else?"

	Canadian Public
Ensure the safety of the community/workers/ and protection of the public	6%
Ensure the safe storage of nuclear waste	5
Ensure safer disposal of radioactive materials	4
Provide more information/keep the public more informed (non-specific)	4
Provide more information about the AECB and their activities	3
Provide more information on the safety and dangers of nuclear materials/talk about the dangers of nuclear energy	3
Enforce regulations more/nuclear energy should be tightly controlled	3
Abolish nuclear energy in Canada/get rid of all nuclear materials	3
Need to find safer methods of transportation of nuclear waste/handling and shipping of nuclear waste	2
Ensure that the export of nuclear power is used for peaceful purposes, not bombs	2
Find locations for nuclear plants and nuclear wastes where it is not hazardous to the public	2
More control of on-site safety inspections/ adequately inspect nuclear plants	2
Inform the public about where the nuclear waste is stored	1
Have more consultation with the public/ listen to what Canadians think	1
Others	1
Can't think of anything more they should be doing	62

TECHNICAL APPENDIX

OMNIBUS Sample Design

The CRC OMNIBUS sample is a proportionate national stratified household probability design.

The sample frame was constructed by merging 1981 and 1986 Census of Canada Enumeration Areatapes. The data codes and variables included in the frame are as follows:

- Province (Name & Number)
- Electoral District (Name & Number)
- Census Division (Name & Number)
- Census Metropolitan Area/Census Agglomeration and Size Code
- Census Sub-division and Size Code
- Tract
- Enumeration Area

- Dwellings and Type of Dwelling
- Population
- Sex
- Age (by 5-year groups)

- Language
- Income
- Education
- Longitude
- Latitude
- NTS Map Number

The frame for this sample design includes all Canadian households with the following exceptions:

> Yukon, Northwest Territories, Labrador and the remote nothern-most part of the provinces.

Stratification

The frame was sorted into strata according to the following order:

- Province (East to West)
- CMA's and CA's
- Tract's
- EA's
- Census Sub-divisions
- Unofficial Tract

Stratification is performed to ensure dispersion of the EA's geographically.

Selection of Enumeration Area

The Enumeration Area is the primary sampling unit. It is selected by systematic random sampling from the cumulative values of the EA household counts.

The computer program selects a systematic random sample from the EA computer/disk file and prints the selections. The program produces the calculation of the probability of selection of the enumeration area and the probability of selection of the household.

In total, about 220 enumeration areas were selected using this process. This represents clusters of about ten interviews per each primary sampling unit.

Selection of Start Points

For each enumeration area selected, a map of the area was obtained from Statistics Canada which showed in detail the geographic features needed to accurately define the interviewing location. On each enumeration map one starting point was randomly chosen. The starting points were defined as street intersections wherever possible and clearly marked on the maps to eliminate any possible confusion.

Interviewing Path

On each enumeration map a path was drawn from the start point which systematically traversed all the streets in the enumeration area, keeping backtracking to a minimum.

Selection of Households

Interviewers work with census tracts showing the streets within the selected area. Households are selected at each interviewing location by the interviewer using the following systematic procedures.

In Urban Areas

The interviewer lists households at intervals of three households away from the starting point and travelling in the direction specified.

She lists every third household as she follows the path until 20 households are listed on her Call Record Sheet.

The interviewer is required to make up to three calls at each selected address if the respondent is not available or there is no reply.

In Rural Areas

The interviewer locates her starting address and then calls at each household along the prescribed route.

Each household is listed but only one call is usually made at each.

Selection of Individual Within Household

The adults, 18 years of age and older, in each household are listed in order of decreasing age, first the males and then the females. The respondent to be interviewed is selected from the list using a random code printed on the questionnaire.

The Kist Selection Grid was employed for selecting the respondent within the household. The listing table contains a pattern of "x's" systematically inserted in the office prior to sending the questionnaire to the field. The selection grid and the rules for using it are such that whatever the size of the household, each eligible member within the household has an equal probability of being selected.

Order of Presentation in the Questionnaire

To avoid any bias due to the order in which the questions were asked about the two organizations - - the AECB and AECL, the questionnaire was produced in two versions. One-half of the sample was asked about the AECB first and the other half with the AECL first.

Also, the cards showing image items and the functions of the AECB were produced with different versions that rotated the order in which items on these cards were presented to respondents.

Supplemental Samples in New Brunswick and Saskatchewan

Assigning interviews in accordance with the population of each province would yield less than 100 interviews in each of New Brunswick and Saskatchewan. These two provinces are of particular interest since extensive uranium mining occurs in Saskatchewan and the only nuclear power facility outside of Ontario and Quebec is located in New Brunswick.

In each of these two provinces, therefore, additional starting points, over and above those normally used on November Omnibus, were chosen -- five in New Brunswick and four in Saskatchewan. These additional interviews are used only when reporting results for New Brunswick and Saskatchewan. The number of interviews obtained in the Omnibus sample (which is part of the 1,928 intervews) and in the special oversample is shown below:

	Number of Interviews		
	OMNIBUS Sample	Over Sample	Total
New Brunswick	56	50	106
Saskatchewan	69	40	109

The characteristics of the 1,928 Canadians who were interviewed on the Omnibus sample are shown on page 36.

Sampling Tolerance

The sampling tolerances that apply to the percentage results in this report are given in the table below. This table shows the possible variation that might be anticipated due to interviewing a sample rather than the entire population under study.

For example, when thirty-five per cent of the total sample of 1,928 say that they have heard of the AECB, chances are 95 in 100 this results would not vary more than two per cent plus or minus if the entire population were interviewed.

As indicated in the table below, the sampling tolerances vary with the size of the sample and the size of the percentage results.

Size of Sample On Which Survey Results are Based	Approximate Sampling Tolerances Applicable To Percentage Results In This Report				
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
1,928 interviews	1%	2%	2%	2%	2%
1,500 interviews	2%	2%	2%	3%	3%
1,000 interviews	2%	3%	3%	3%	3%
500 interviews	3%	4%	4%	4%	4%
200 interviews	4%	6%	6%	7%	7%
100 interviews	6%	8%	9%	10%	10%
50 interviews	8%	11%	13%	14%	14%

Note: Sampling tolerances are estimated at the 95 in 100 confidence level.

CHARACTERISTICS OF THE SAMPLE

	Number	Per Cent
Canadian Public	1928	100%
Atlantic	161	8.4
Quebec	510	26.5
Ontario	676	35.1
Prairies	348	18.0
British Columbia	233	12.1
Male	950	49.3
Female	978	50.7
18 - 24 years of age	239	12.4
25 - 34 years	514	26.7
35 - 44 years	337	17.5
45 - 54 years	224	11.6
55 - 64 years	270	14.0
65 years and over	337	17.5
English	1446	75.0
French	482	25.0
Under $15,000	323	16.8
$15,000 - $24,999	292	15.1
$25,000 - $39,999	456	23.7
$40,000 - $59,999	330	17.1
$60,000 and over	195	10.1
Less than high school	762	39.5
Completed high school	514	26.7
Some college or university	288	14.9
Graduated college/ university or higher	360	18.7
Rural - under 1,000 community	319	16.5
1,000 - 99,999	451	23.4
100,000 - 999,999	602	31.2
1 million and over	556	28.8
Professional & managerial	263	13.6
Sales/clerical	270	14.0
Service workers	185	9.6
Skilled and unskilled labour	264	13.7
Housewives	290	15.0
Students	81	4.2
Retired/unemployed	572	29.7

Note: Percentages do not always add up to 100 as the "not reported" group is not shown.

COPY OF THE QUESTIONNAIRE

IMAGE SECTION

ASK RESPONDENTS 18 YEARS OF AGE AND OVER

HAND RESPONDENT IMAGE SECTION CARD A

1. Here is a card showing the names of two organizations. For the first name, could you please tell me whether you have ever heard of the (READ THE FIRST NAME LISTED) before or not? RECORD ANSWER BELOW.
For the second name, have you ever heard of the (READ THE SECOND NAME LISTED) before or not? RECORD ANSWER BELOW.

	Yes, I Have	No, I Have Not	Not Sure
Atomic Energy of Canada Limited (AECL)	1	2	3
Atomic Energy Control Board (AECB)	1	2	3

FOR EACH OF THE ORGANIZATION IF RESPONDENT HAS HEARD OF IT ASK QS. 2 AND 3.

2. Would you say you know a great deal, a fair amount, not very much or practically nothing at all about _____ (READ THE NAME IF CIRCLED 'YES' IN Q. 1). MAKE SURE YOU ASK THIS QUESTION ABOUT EACH NAME CIRCLED 'YES' IN Q. 1.

	A Great Deal	A Fair Amount	Not Very Much	Practically Nothing
Atomic Energy of Canada Limited (AECL)	1	2	3	4
Atomic Energy Control Board (AECB)	1	2	3	4

3. Do you think that _____ (READ THE NAME IF CIRCLED 'YES' IN Q. 1) is a private company, a federal government agency, a crown corporation or a consumer action group? MAKE SURE YOU ASK THIS QUESTION ABOUT EACH NAME CIRCLED 'YES' IN Q. 1. RECORD UNDER APPROPRIATE NAME.

Atomic Energy of Canada Ltd. (AECL)		Atomic Energy Control Board (AECB)
1	a private company	1
2	a federal government agency	2
3	a crown corporation	3
4	a consumer action group	4
5	Other _____ specify	5
9	Don't know/Not sure	9

4. One of these organizations is responsible for manufacturing and selling nuclear energy products and the other is responsible for regulating the nuclear industry in Canada. I don't want you to guess. If you don't know which is which, just tell me.
Which one of these organizations regulates the nuclear industry in Canada? RECORD ONE ANSWER ONLY.

1 Atomic Energy of Canada Limited (AECL)
2 Atomic Energy Control Board (AECB)
3 Don't know

TAKE BACK CARD A

5. (As you just said) The Atomic Energy Control Board is the federal government agency responsible for controlling the nuclear industry in Canada. Even though you may not know much about it, I'd like to get your impressions about this regulatory agency. HAND RESPONDENT IMAGE SECTION CARD C

Which of the statements on this card best describes your overall opinion about the Atomic Energy Control Board and its control work?

1 Very favourable
2 Mostly favourable
3 Half and half
4 Mostly unfavourable
5 Very unfavourable
6 No opinion

TAKE BACK CARD C

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AEC/SEC-20-
03097

IMAGE SECTION

ASK RESPONDENTS 18 YEARS OF AGE AND OVER

HAND RESPONDENT IMAGE SECTION CARD B

1. Here is a card showing the names of two organizations. For the first name, could you please tell me whether you have ever heard of the (READ THE FIRST NAME LISTED) before or not? RECORD ANSWER BELOW.
For the second name, have you ever heard of the (READ THE SECOND NAME LISTED) before or not? RECORD ANSWER BELOW.

	Yes, I Have	No, I Have Not	Not Sure
Atomic Energy Control Board (AECB)	1	2	3
Atomic Energy of Canada Limited (AECL)	1	2	3

FOR EACH OF THE ORGANIZATION IF RESPONDENT HAS HEARD OF IT ASK QS. 2 AND 3.

2. Would you say you know a great deal, a fair amount, not very much or practically nothing at all about _____ (READ THE NAME IF CIRCLED 'YES' IN Q. 1). MAKE SURE YOU ASK THIS QUESTION ABOUT EACH NAME CIRCLED 'YES' IN Q. 1.

	A Great Deal	A Fair Amount	Not Very Much	Practically Nothing
Atomic Energy Control Board (AECB)	1	2	3	4
Atomic Energy of Canada Limited (AECL)	1	2	3	4

3. Do you think that _____ (READ THE NAME IF CIRCLED 'YES' IN Q. 1) is a private company, a federal government agency, a crown corporation or a consumer action group? MAKE SURE YOU ASK THIS QUESTION ABOUT EACH NAME CIRCLED 'YES' IN Q. 1. RECORD UNDER APPROPRIATE NAME.

Atomic Energy Control Board (AECB)		Atomic Energy of Canada Ltd. (AECL)
1	a private company	1
2	a federal government agency	2
3	a crown corporation	3
4	a consumer action group	4
5	Other _____ specify	5
9	Don't know/Not sure	9

4. One of these organizations is responsible for manufacturing and selling nuclear energy products and the other is responsible for regulating the nuclear industry in Canada. I don't want you to guess. If you don't know which is which, just tell me.
Which one of these organizations regulates the nuclear industry in Canada? RECORD ONE ANSWER ONLY.

1 Atomic Energy Control Board (AECB)
2 Atomic Energy of Canada Limited (AECL)
3 Don't know

TAKE BACK CARD B

5. (As you just said) The Atomic Energy Control Board is the federal government agency responsible for controlling the nuclear industry in Canada. Even though you may not know much about it, I'd like to get your impressions about this regulatory agency. HAND RESPONDENT IMAGE SECTION CARD C

Which of the statements on this card best describes your overall opinion about the Atomic Energy Control Board and its control work?

1 Very favourable
2 Mostly favourable
3 Half and half
4 Mostly unfavourable
5 Very unfavourable
6 No opinion

For Office Use Only
Registration No.
AEC/SEC-10-
03097

TAKE BACK CARD C

HAND RESPONDENT IMAGE SECTION CARD D

6. Here is a list of things that a federal agency responsible for regulation of nuclear materials might be engaged in. Would you please look through this list and tell me which four or five you think would be the most important jobs of an agency like this one. Why don't you read through the list first and then go through it again and tell me which four or five you think are most important. Just give me the numbers from the card. CIRCLE FOUR OR FIVE ANSWERS.

1 Setting regulations for handling and shipping of nuclear materials.

2 Examining applications and issuing licences for those involved in the nuclear industry.

3 Performing safety inspections at nuclear work sites.

4 Enforcing health, safety, and security requirements that it imposes on the nuclear industry in order to protect the public.

5 Answering enquiries and providing information material.

6 Ensuring the safe storage of nuclear waste.

7 Allowing the public to have a say in setting health and safety standards.

8 Safeguarding the health of workers in the nuclear industry.

9 Setting regulations and standards for the safe operation of the nuclear industry.

10 Having experts on hand to investigate nuclear incidents.

11 Consulting the public before licensing large nuclear facilities such as nuclear power plants.

12 Ensuring that radioactive materials exported by Canada are used only for peaceful purposes.

13 Protecting the public from the possible hazards of nuclear contamination.

14 Informing the public about nuclear safety and protection issues.

15 Controlling the import of radioactive materials.

16 Setting training and performance standards for workers in the nuclear industry to minimize human error.

99 NONE PICKED.

TAKE BACK CARD D

7. Are there any aspects of controlling the nuclear industry in Canada on which you feel the Atomic Energy Control Board should be doing a better job than what they are doing now. PROBE: Anything else? Can you explain that a bit more?

_____

_____

_____

_____

_____

[ ] NO, I CAN'T THINK OF ANYTHING MORE THEY SHOULD BE DOING.

HAND RESPONDENT IMAGE SECTION CARD E

8. Here is a list of things both favourable and unfavourable that might be said about the federal nuclear regulatory agency known as the Atomic Energy Control Board. Please look over the list quickly so that you are familiar with the kind of statements on it. ALLOW TIME TO READ THE LIST.

Now read through the list and every time you come to a statement that fits your ideas or impressions of the Atomic Energy Control Board, just tell me the number beside it. You may pick as many or as few as you like ... you don't have to be certain, just pick all the statements you think fit the Atomic Energy Control Board. CIRCLE ALL MENTIONS. MAKE SURE RESPONDENT GIVES YOU THE NUMBER BESIDE THE STATEMENTS HE/SHE CHOOSES FROM THE CARD.

1 Acts in the best interests of all Canadians

2 Has the expertise to deal with a very complex technology

3 Just a "front" organization without real power

4 Sets high standards for public safety

5 Provides reliable information

6 In bed with the industry it is supposed to regulate

7 Employs highly skilled scientists and engineers

8 Is receptive to the public's comments and suggestions

9 Hides the facts about nuclear dangers

10 Takes its responsibility for regulating the nuclear industry seriously

11 Helps to reduce the risk of a nuclear accident

12 Understands people's concerns

13 Not independent enough

14 Performs an important and worthwhile task

15 You can believe what it says

16 Fails to keep up-to-date with developments in the industry

17 Has a good reputation nationally and internationally

18 Not tough enough in regulating the nuclear industry

19 Makes it too easy to get a licence

20 Never hear much about it

21 Makes a lot of effort to protect the environment

22 Well managed

99 NONE PICKED

TAKE BACK CARD E

SECTION SUR L'IMAGE

DEMANDEZ AUX RÉPONDANTS DE 18 ANS ET PLUS

REMETTEZ AU RÉPONDANT LA CARTE "A" DE LA SECTION SUR L'IMAGE

1. Voici une carte où sont inscrits les noms de deux organismes. Pour le premier nom, pourriez-vous me dire si vous avez déjà entendu parler de (LISEZ LE PREMIER NOM DE LA LISTE)? ENCERCLEZ LA RÉPONSE CI-DESSOUS.

   Pour le deuxième nom, avez-vous déjà entendu parler de (LISEZ LE DEUXIÈME NOM DE LA LISTE)? ENCERCLEZ LA RÉPONSE CI-DESSOUS.

	Oui	Non	Pas sûr
Énergie atomique du Canada Limitée (EACL)	1	2	3
Commission de contrôle de l'énergie atomique (CCEA)	1	2	3

POSEZ LES QUESTIONS 2 ET 3 POUR CHACUN DES ORGANISMES DONT LE RÉPONDANT A ENTENDU PARLER.

2. Diriez-vous que vous savez beaucoup de choses, pas mal de choses, pas beaucoup ou presque rien au sujet de _____ (LISEZ LE NOM SI "OUI" A ÉTÉ ENCERCLÉ À LA Q.1.). ASSUREZ-VOUS DE POSER CETTE QUESTION POUR CHAQUE NOM POUR LEQUEL "OUI" A ÉTÉ ENCERCLÉ À LA Q.1.

	Beaucoup	Pas mal	Pas beaucoup	Presque rien
Énergie atomique du Canada Limitée (EACL)	1	2	3	4
Commission de contrôle de l'énergie atomique (CCEA)	1	2	3	4

3. D'après vous, est-ce que _____ (LISEZ LE NOM SI "OUI" A ÉTÉ ENCERCLÉ À LA Q.1.) est une compagnie privée, une agence du gouvernement fédéral, une société de la couronne ou une association de consommateurs? ASSUREZ-VOUS DE POSER CETTE QUESTION POUR CHAQUE NOM POUR LEQUEL "OUI" A ÉTÉ ENCERCLÉ À LA Q.1. ENCERCLEZ LA RÉPONSE SOUS LE NOM APPROPRIÉ.

Énergie atomique du Canada Limitée (EACL)		Commission de contrôle de l'énergie atomique (CCEA)
1	Une compagnie privée	1
2	Une agence du gouvernement fédéral	2
3	Une société de la couronne	3
4	Une association de consommateurs	4
5	Autre _____	5
9	Ne sait pas/pas sûr	9

4. L'un de ces organismes est responsable de la fabrication et de la vente des produits de l'énergie nucléaire et l'autre est chargé de réglementer l'industrie nucléaire au Canada.

   Lequel de ces deux organismes réglemente l'industrie nucléaire au Canada? Je ne vous demande pas de deviner; si vous ne le savez pas, dites-le moi. ENCERCLEZ UNE SEULE RÉPONSE.

   1 Énergie atomique du Canada Limitée (EACL)
   2 Commission de contrôle de l'énergie atomique (CCEA)
   3 Ne sait pas

REPRENEZ LA CARTE "A"

5. (Comme vous venez de le dire) La Commission de contrôle de l'énergie atomique est l'agence du gouvernement fédéral qui est chargée de réglementer l'industrie nucléaire au Canada. Même si vous n'êtes pas très renseigné à son sujet, j'aimerais connaître vos impressions de cette agence de réglementation. **REMETTEZ AU RÉPONDANT LA CARTE "C" DE LA SECTION SUR L'IMAGE.**

   Parmi les énoncés sur cette carte, lequel décrit le mieux votre opinion globale de la Commission de contrôle de l'énergie atomique et de son travail de réglementation?

   1 Très favorable
   2 Plutôt favorable
   3 Moitié moitié
   4 Plutôt défavorable
   5 Très défavorable
   6 Sans opinion

REPRENEZ LA CARTE "C"

Réservé à l'usage du bureau
No d'enregistrement
AEC/SEC-20-
03097

SECTION SUR L'IMAGE

DEMANDEZ AUX RÉPONDANTS DE 18 ANS ET PLUS

REMETTEZ AU RÉPONDANT LA CARTE "B" DE LA SECTION SUR L'IMAGE

1. Voici une carte où sont inscrits les noms de deux organismes. Pour le premier nom, pourriez-vous me dire si vous avez déjà entendu parler de (LISEZ LE PREMIER NOM DE LA LISTE)? ENCERCLEZ LA RÉPONSE CI-DESSOUS.

   Pour le deuxième nom, avez-vous déjà entendu parler de (LISEZ LE DEUXIÈME NOM DE LA LISTE)? ENCERCLEZ LA RÉPONSE CI-DESSOUS.

	Oui	Non	Pas sûr
Commission de contrôle de l'énergie atomique (CCEA)	1	2	3
Énergie atomique du Canada Limitée (EACL)	1	2	3

POSEZ LES QUESTIONS 2 ET 3 POUR CHACUN DES ORGANISMES DONT LE RÉPONDANT A ENTENDU PARLER.

2. Diriez-vous que vous savez beaucoup de choses, pas mal de choses, pas beaucoup ou presque rien au sujet de _____ (LISEZ LE NOM SI "OUI" A ÉTÉ ENCERCLÉ À LA Q.1.). ASSUREZ-VOUS DE POSER CETTE QUESTION POUR CHAQUE NOM POUR LEQUEL "OUI" A ÉTÉ ENCERCLÉ À LA Q.1.

	Beaucoup	Pas mal	Pas beaucoup	Presque rien
Commission de contrôle de l'énergie atomique (CCEA)	1	2	3	4
Énergie atomique du Canada Limitée (EACL)	1	2	3	4

3. D'après vous, est-ce que _____ (LISEZ LE NOM SI "OUI" A ÉTÉ ENCERCLÉ À LA Q.1.) est une compagnie privée, une agence du gouvernement fédéral, une société de la couronne ou une association de consommateurs? ASSUREZ-VOUS DE POSER CETTE QUESTION POUR CHAQUE NOM POUR LEQUEL "OUI" A ÉTÉ ENCERCLÉ À LA Q.1. ENCERCLEZ LA RÉPONSE SOUS LE NOM APPROPRIÉ.

Commission de contrôle de l'énergie atomique (CCEA)		Énergie atomique du Canada Limitée (EACL)
1	Une compagnie privée	1
2	Une agence du gouvernement fédéral	2
3	Une société de la couronne	3
4	Une association de consommateurs	4
5	Autre _____	5
9	Ne sait pas/pas sûr	9

4. L'un de ces organismes est responsable de la fabrication et de la vente des produits de l'énergie nucléaire et l'autre est chargé de réglementer l'industrie nucléaire au Canada.

   Lequel de ces deux organismes réglemente l'industrie nucléaire au Canada? Je ne vous demande pas de deviner; si vous ne le savez pas, dites-le moi. ENCERCLEZ UNE SEULE RÉPONSE.

   1 Commission de contrôle de l'énergie atomique (CCEA)
   2 Énergie atomique du Canada Limitée (EACL)
   3 Ne sait pas

REPRENEZ LA CARTE "B"

5. (Comme vous venez de le dire) La Commission de contrôle de l'énergie atomique est l'agence du gouvernement fédéral qui est chargée de réglementer l'industrie nucléaire au Canada. Même si vous n'êtes pas très renseigné à son sujet, j'aimerais connaître vos impressions de cette agence de réglementation. REMETTEZ AU RÉPONDANT LA CARTE "C" DE LA SECTION SUR L'IMAGE.

   Parmi les énoncés sur cette carte, lequel décrit le mieux votre opinion globale de la Commission de contrôle de l'énergie atomique et de son travail de réglementation?

   1 Très favorable
   2 Plutôt favorable
   3 Moitié moitié
   4 Plutôt défavorable
   5 Très défavorable
   6 Sans opinion

REPRENEZ LA CARTE "C"

Réservé à l'usage du bureau
No d'enregistrement
AEC/SEC-20-
03097

REMETTEZ AU RÉPONDANT LA CARTE "D" DE LA SECTION SUR L'IMAGE

6. Voici une liste des choses que pourrait faire une agence fédérale chargée de la réglementation des matières nucléaires. Pourriez-vous consulter cette liste et me nommer les quatre ou cinq tâches qui vous semblent les plus importantes pour une agence de ce genre? Je vous suggère de lire la liste en entier une première fois puis de la relire en me nommant les quatre ou cinq tâches qui vous semblent les plus importantes. Donnez-moi simplement les numéros de la carte. ENCERCLEZ QUATRE OU CINQ RÉPONSES.

1 Établir les règlements concernant la manipulation et l'expédition des matières nucléaires.

2 Étudier les demandes de permis et délivrer les permis aux entreprises reliées à l'industrie nucléaire.

3 Effectuer des inspections de sécurité sur les lieux de travail de l'industrie nucléaire.

4 Faire respecter les conditions de santé, de sûreté et de sécurité qu'elle impose à l'industrie nucléaire en vue de protéger la population.

5 Répondre aux demandes de renseignements et fournir la documentation nécessaire.

6 Assurer l'entreposage sécuritaire des déchets nucléaires.

7 Permettre à la population d'exprimer son point de vue concernant les normes de santé et de sécurité.

8 Protéger la santé des travailleurs de l'industrie nucléaire.

9 Établir les règlements et les normes pour l'exploitation sécuritaire de l'industrie nucléaire.

10 Disposer de spécialistes pour enquêter lors d'incidents nucléaires.

11 Consulter la population avant de délivrer un permis à d'importantes installations nucléaires telles que des centrales nucléaires.

12 S'assurer que les matières radioactives exportées par le Canada ne servent qu'à des fins pacifiques.

13 Protéger la population des risques possibles de contamination nucléaire.

14 Renseigner la population sur les questions relatives à la protection et à la sécurité nucléaires.

15 Contrôler l'importation des matières radioactives.

16 Établir des normes de rendement et de formation pour les travailleurs de l'industrie nucléaire afin de minimiser les risques d'erreur humaine.

99 N'EN A CHOISI AUCUN

REPRENEZ LA CARTE "D"

7. Y a-t-il certains points de la réglementation de l'industrie nucléaire au Canada auxquels vous croyez que la Commission de contrôle de l'énergie atomique pourrait se consacrer davantage? SONDEZ: Y a-t-il d'autres points? Pouvez-vous expliquer cela davantage?

_____

_____

_____

_____

_____

( ) NON, NE PENSE PAS QU'ELLE POURRAIT FAIRE DAVANTAGE.

REMETTEZ AU RÉPONDANT LA CARTE "E" DE LA SECTION SUR L'IMAGE

8. Voici une liste de remarques aussi bien favorables que défavorables que l'on pourrait faire au sujet de l'agence fédérale de réglementation nucléaire connue sous le nom de Commission de contrôle de l'énergie atomique. Veuillez jeter un coup d'oeil rapide à la liste afin de voir de quel type d'énoncés il s'agit. LAISSEZ AU RÉPONDANT LE TEMPS DE LIRE LA LISTE.

Lisez maintenant la liste en entier et chaque fois que vous lirez un énoncé qui correspond à votre opinion ou à votre impression de la Commission de contrôle de l'énergie atomique, veuillez me dire le numéro de cet énoncé. Vous pouvez en choisir autant ou aussi peu que vous le voulez... Vous n'avez pas à être certain, choisissez simplement tous les énoncés qui, d'après vous, s'appliquent à la Commission de contrôle de l'énergie atomique. ENCERCLEZ TOUTES LES MENTIONS. ASSUREZ-VOUS QUE LE/LA RÉPONDANT/E VOUS DONNE LE NUMÉRO FIGURANT À CÔTÉ DES ÉNONCÉS QU'IL/ELLE CHOISIT SUR LA CARTE.

1 Elle agit dans l'intérêt de tous les Canadiens

2 Elle possède la compétence nécessaire pour s'occuper d'une technologie très complexe

3 Elle n'est qu'un organisme "de façade" sans pouvoir réel

4 Elle établit des normes élevées pour la sécurité de la population

5 Elle fournit des renseignements fiables

6 Elle est de connivence avec l'industrie qu'elle est censée réglementer

7 Elle engage des scientifiques et des ingénieurs hautement compétents

8 Elle prête une oreille attentive aux remarques et suggestions du public

9 Elle cache les faits concernant les dangers nucléaires

10 Elle prend au sérieux sa responsabilité de réglementer l'industrie nucléaire

11 Elle aide à réduire les risques d'accident nucléaire

12 Elle comprend les préoccupations de la population

13 Elle n'est pas assez indépendante

14 Elle accomplit une tâche louable et importante

15 On peut croire ce qu'elle dit

16 Elle ne se tient pas au courant des développements de l'industrie

17 Elle jouit d'une bonne réputation au Canada et à l'étranger

18 Elle n'est pas assez stricte dans la réglementation de l'industrie nucléaire

19 Elle accorde les permis trop facilement

20 On n'en entend pas beaucoup parler

21 Elle s'efforce vraiment de protéger l'environnement

22 Elle est bien gérée

99 N'EN A CHOISI AUCUN

REPRENEZ LA CARTE "E"

Volume

2

Atomic Energy Control Board
P.O. Box 1046
Ottawa, Canada
K1P 5S9

Commission de contrôle de l'énergie atomique
C.P. 1046
Ottawa, Canada
K1P 5S9

INFO-0298-2

THE CANADIAN PUBLIC'S AWARENESS AND PERCEPTION OF THE ATOMIC ENERGY CONTROL BOARD VOLUME 2: APPENDICES

Ancillary documentation to
the report by
Contemporary Research
Centre Limited

January 1989

Canada

Research report

Introduction

This volume is a compendium of three documents which were made available to the Atomic Energy Control Board as a result of the work of Contemporary Research Centre Ltd. that culminated in the report, "The Canadian Public's Awareness and Perception of the Atomic Energy Control Board", INFO-0298-1. The AECB has chosen to publish the information as a second volume of the main report: "Appendices".

The documents are:

1. Summary presentation to the AECB staff by Francis J. Lacy, President of Contemporary Research Centre Ltd.

2. Computer printout of demographically sorted data from the AECB portion of CRC's November, 1988, OMNIBUS national survey.

3. Focus Group Findings on Attitudes Towards the Atomic Energy Control Board and Its Activities (CRC/Despatis).

CAUTION: The definitive reference for the results of this research project is Volume 1, INFO-0298-1. Use of isolated data and out-of-context quotations from this second volume, particularly from part three, is discouraged. Readers will note that the Focus Group Findings text contains its own cautionary statement about not drawing conclusions.

THE CANADIAN PUBLIC'S AWARENESS AND PERCEPTION OF THE ATOMIC ENERGY CONTROL BOARD

A Presentation By:

Francis J. Lacy, President

CONTEMPORARY RESEARCH CENTRE LIMITED

Ottawa • Toronto • Montreal

January 31, 1989

OBJECTIVES

The primary objective of the research is to measure how the Atomic Energy Control Board (AECB) stands with the Canadian public. The research examines the existing level of awareness and knowledge about the AECB and the image that people have about the Board.

Another issue addressed in the research is the level of confusion within the public between the AECB and Atomic Energy of Canada Limited (AECL).

The data in this report can also be used as a benchmark against which improvements can be measured from the AECB's communications programs and activities undertaken in the future.

RESEARCH METHOD

Step 1: Qualitative Phase

Focus groups last Fall in Vancouver, Calgary, Toronto, Montreal and Halifax

Step 2: Quantitative Phase

via CRC's Omnibus research service

1,928 personal interviews

probability sample of all Canadians, 18 years of age and over

interviewing done by trained and experienced CRC interviewers during November 1988

DELIVERABLES

- "Focus Group Findings on Attitudes Toward the AECB and Its Activities" CRC, October 1988

- Detailed computer tabulations

- Written report of the findings including summary and implicatons

- This presentation

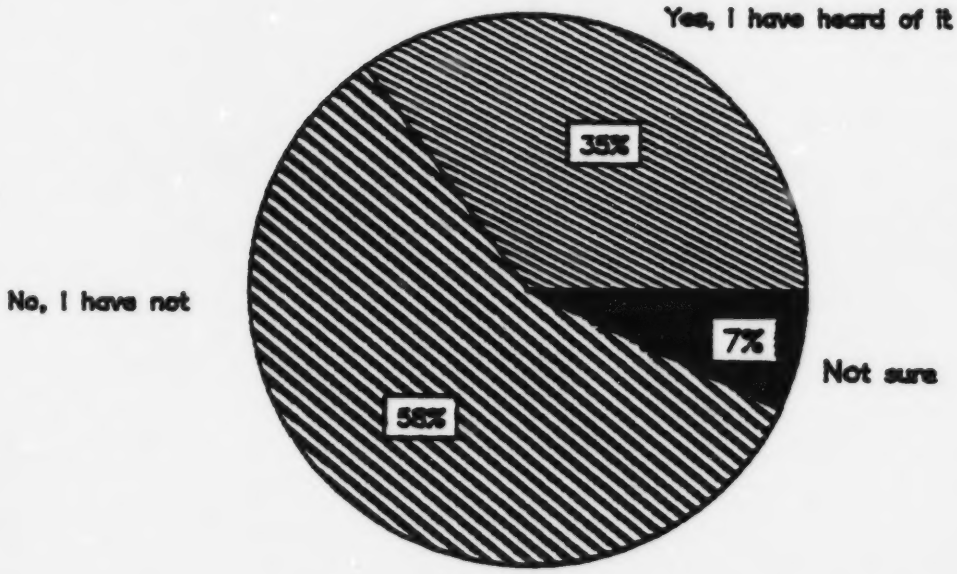
The CRC research team responsible for this project consisted of the following:

Sudha Mehta	-	Manager of CRC's Ottawa Office
Frank Lacy	-	President of CRC (Toronto)
Jocelyne Déspatis	-	Déspatis Consultants Inc. (Ottawa)

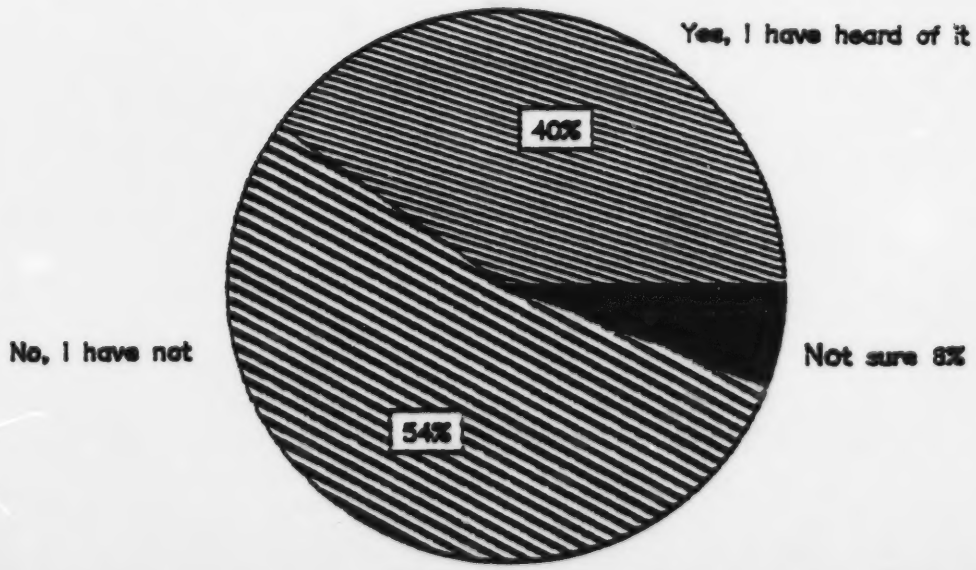
A MAJORITY OF CANADIANS HAVE HEARD OF NEITHER THE AECB NOR AECL.

"Here is a card showing the names of two organizations. For the first name, could you please tell me whether you have heard of them before or not?"

Atomic Energy Control Board (AECB)

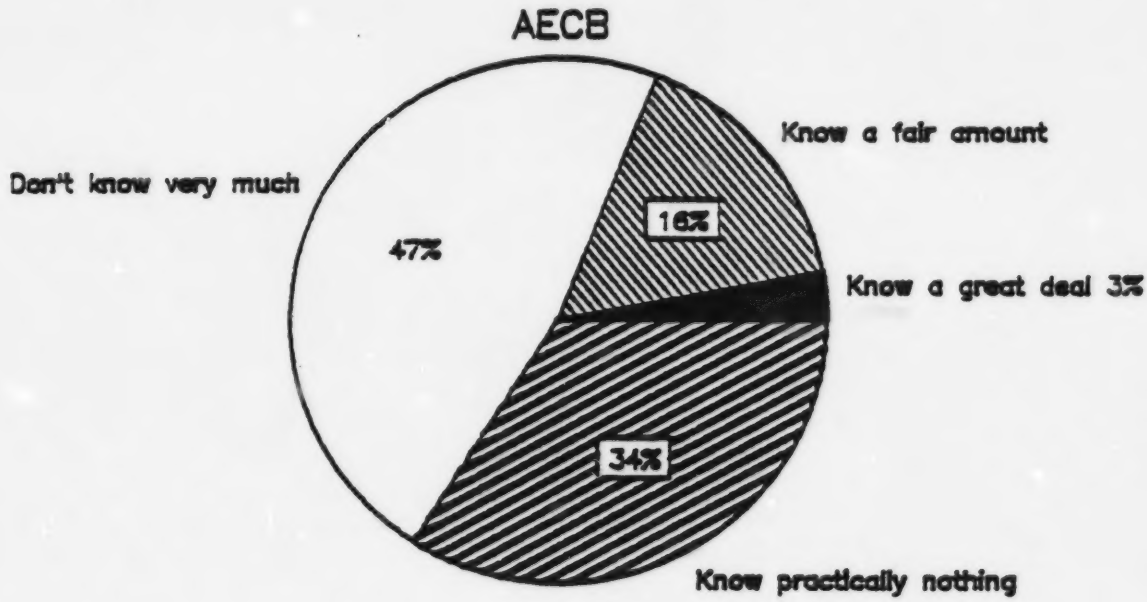


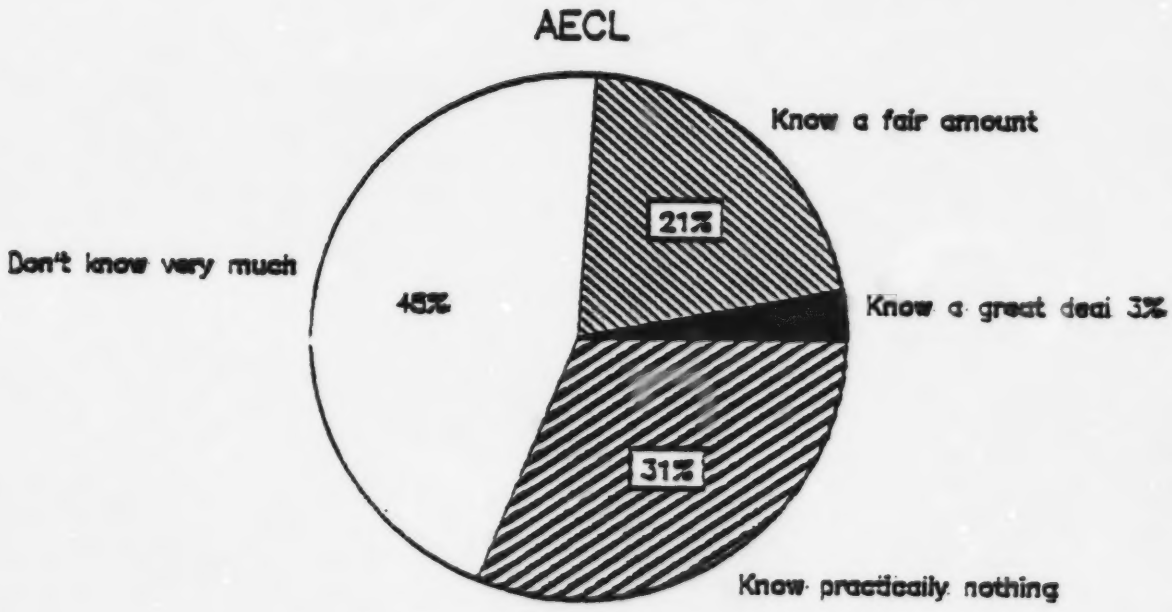
Atomic Energy of Canada Limited (AECL)



CANADIANS DON'T KNOW MUCH ABOUT THE AECB NOR, FOR THAT MATTER, AECL EITHER.

"Would you say you know a great deal, a fair amount, not very much or practically nothing at all about . . .?"



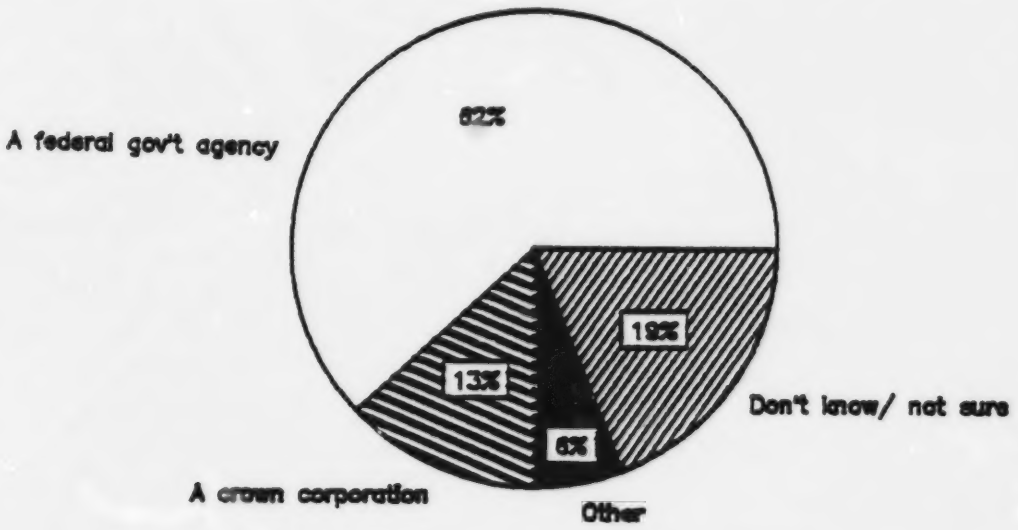


Those aware of each organization = 100%

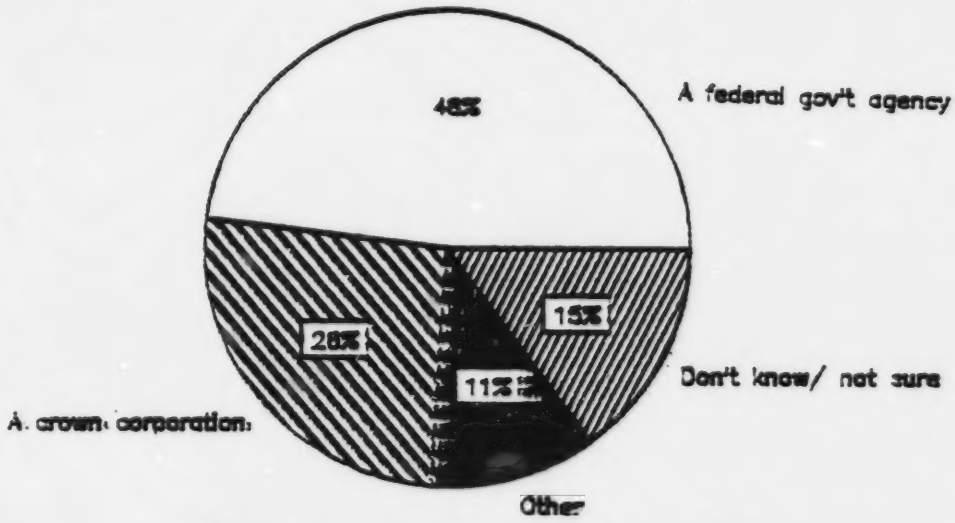
THE AECB IS PERCEIVED AS A FEDERAL GOVERNMENT AGENCY

"Do you think that (the AECB/AECL) is a private company, a federal government agency, a crown corporation or a consumer action group?"

AECB



AECL

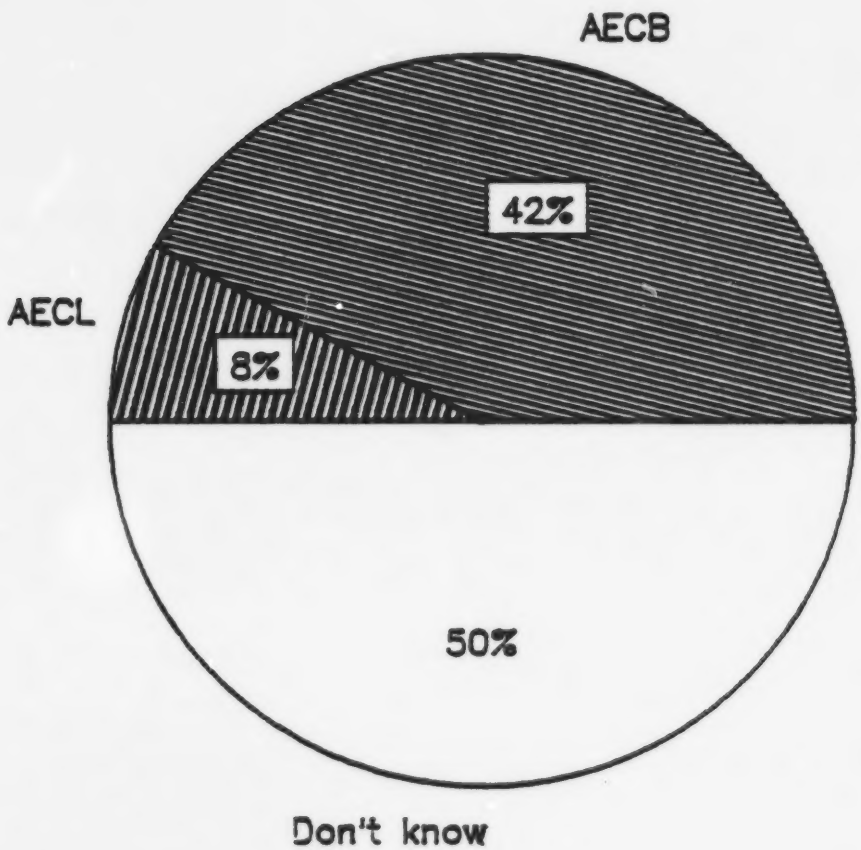


Those aware of each organization = 100%

LESS THAN 10% OF CANADIANS THINK AECL REGULATES THE NUCLEAR INDUSTRY.

"One of these organizations is responsible for manufacturing and selling nuclear energy products and the other is responsible for regulating the nuclear industry in Canada. I don't want you to guess. If you don't know which is which, just tell me.

Which one of these organizations regulates the nuclear industry in Canada?"

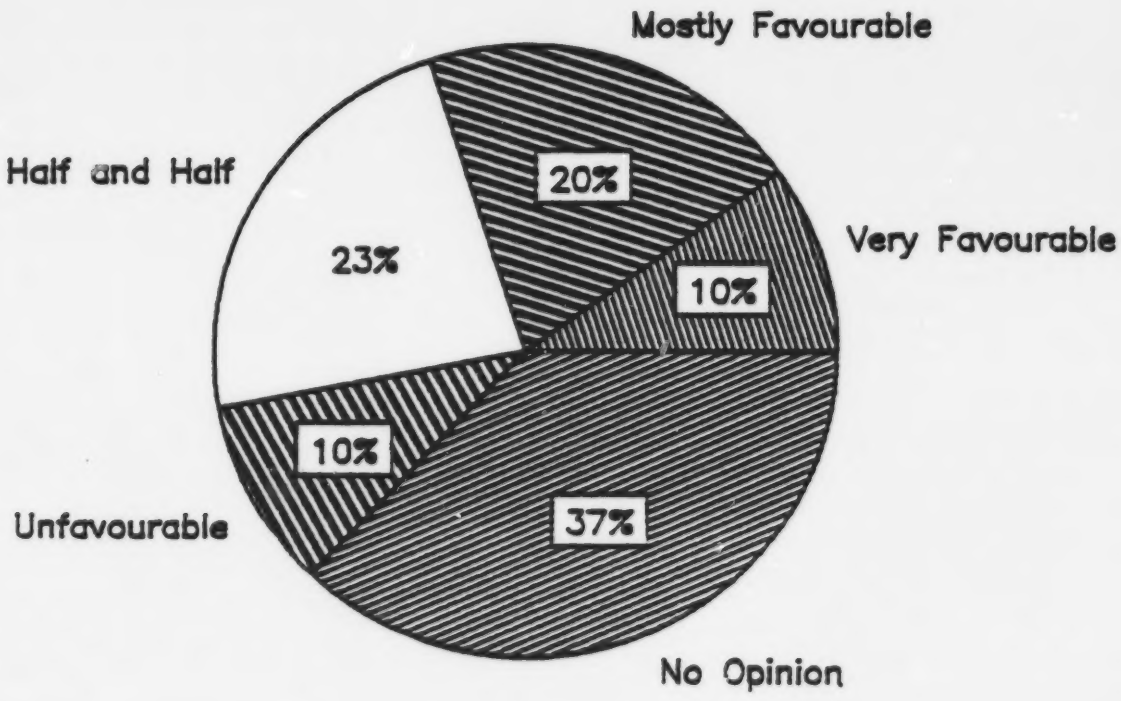


Profile of Those Who Say the AECB Regulates the Nuclear Industry in Canada

	Per Cent Who Choose AECB
Canadian Public	42
Atlantic	33
Quebec	37
Ontario	47
Prairies	47
British Columbia	37
New Brunswick	30
Saskatchewan	45
Male	48
Female	36
18 - 24 years of age	38
25 - 34 years	50
35 - 44 years	46
45 - 54 years	45
55 - 64 years	40
65 years and over	27
English	45
French	34

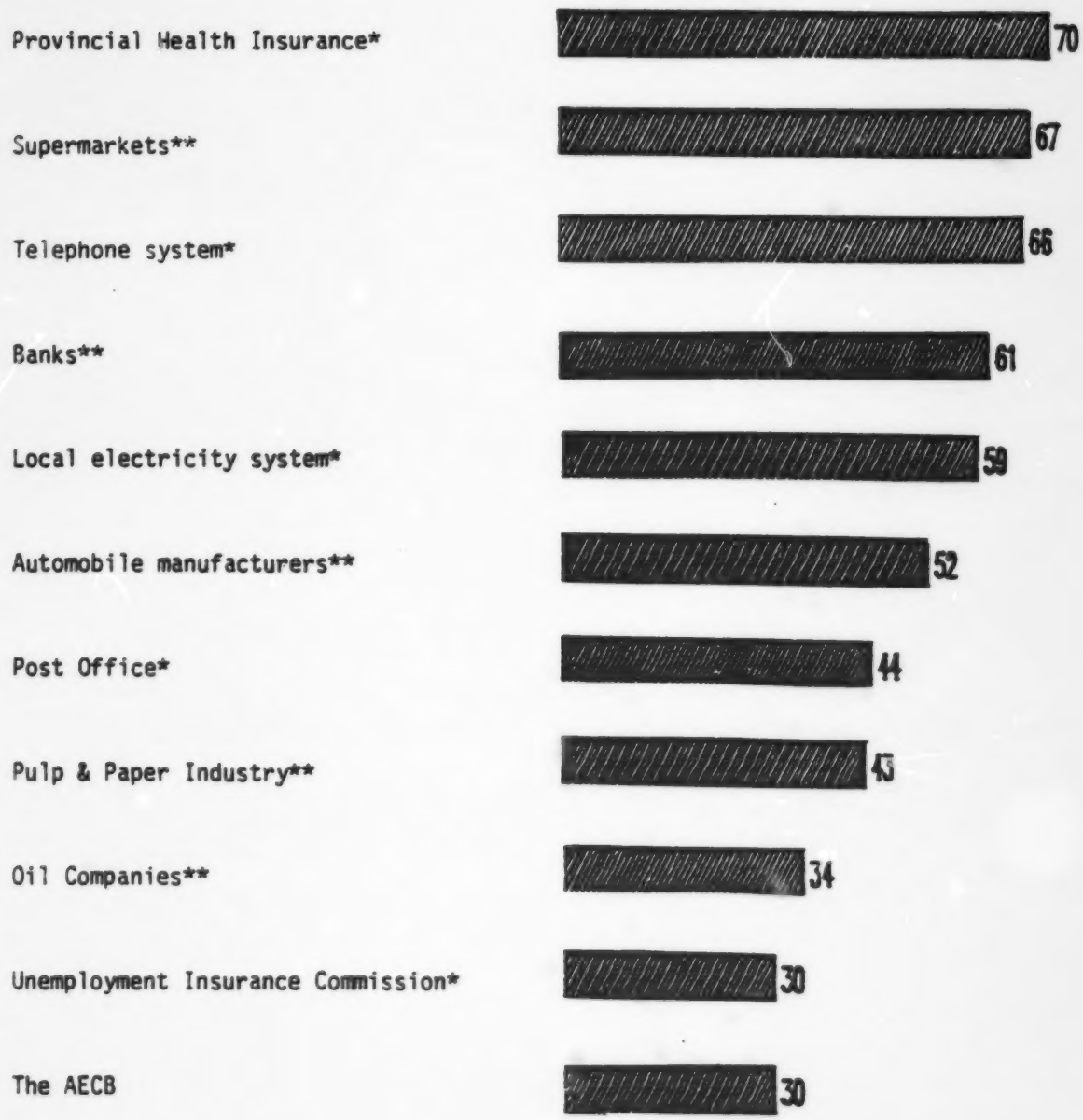
	Per Cent Who Choose AECB
Under $15,000	24
$15,000 - $24,999	40
$25,000 - $39,999	44
$40,000 - $59,999	49
$60,000 and over	63
Less than high school	26
Completed high school	43
Some college or university	56
Graduated college/ university or higher	63
Rural - under 1,000 community	37
1,000 - 99,999	37
100,000 - 999,999	47
1 million and over	44
Professional & managerial	63
Sales/clerical	49
Service workers	43
Skilled and unskilled labour	44
Housewives	29
Students	42
Retired/unemployed	33

"The Atomic Energy Control Board is the federal government agency responsible for controlling the nuclear industry in Canada. Even though you may not know much about it, I'd like to get your impressions about this regulatory agency. Which of the statements on this card best describes your overall opinion about the Atomic Energy Control Board and its control work?"



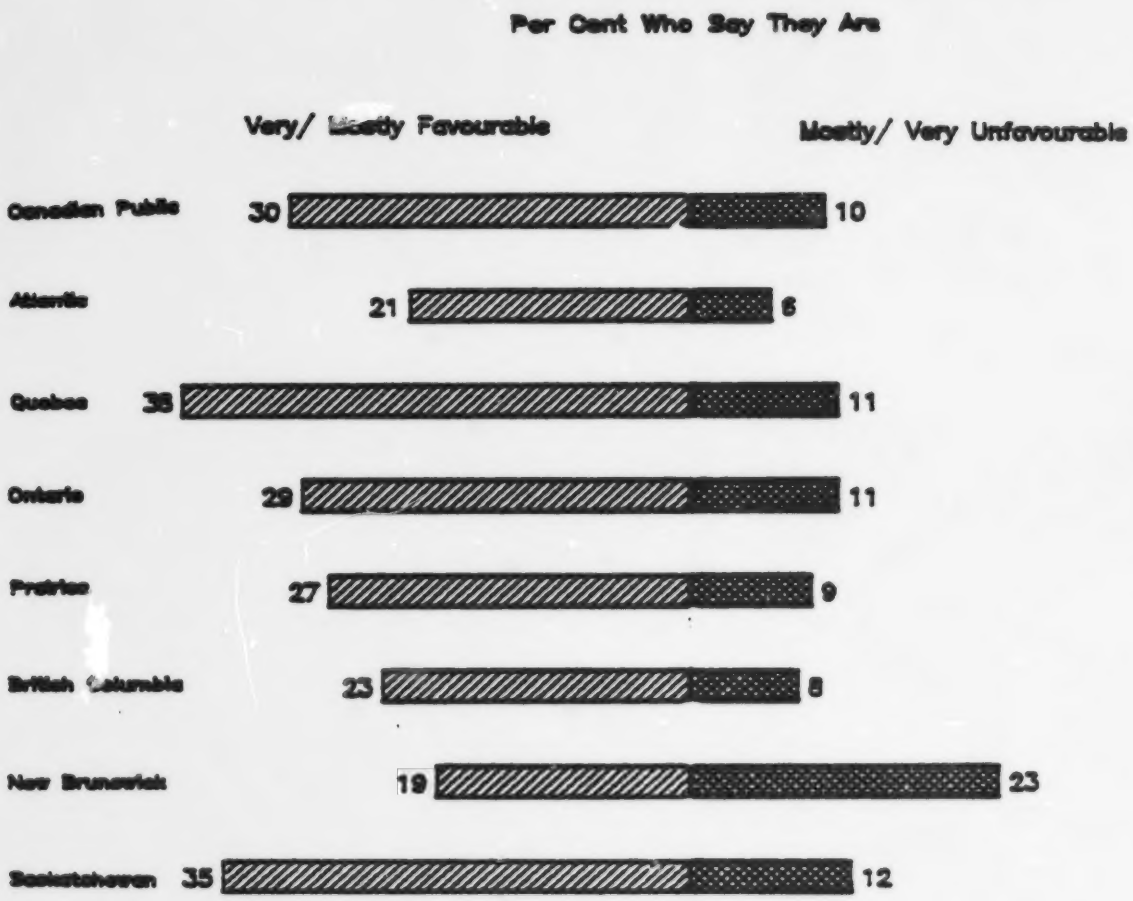
BASED ON CANADIAN PUBLIC

PER CENT OF THE CANADIAN PUBLIC VERY OR MOSTLY FAVOURABLE

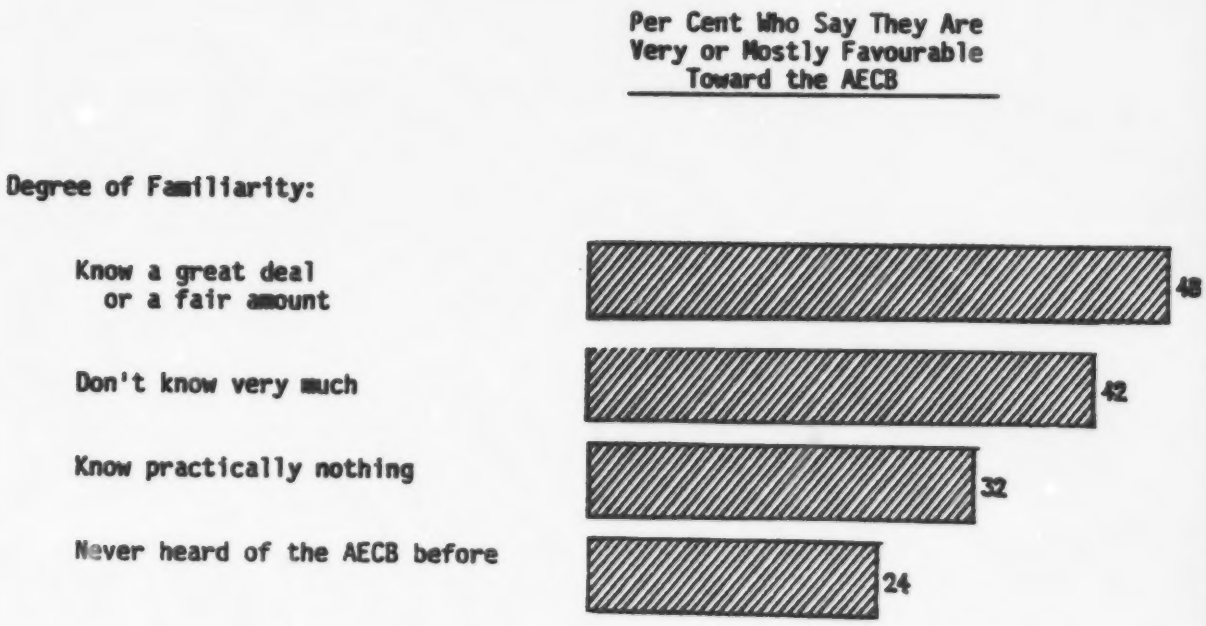


* 1978 data
** 1986 data

Profile of Those Who Have
Favourable and Unfavourable
Opinions of the AECB

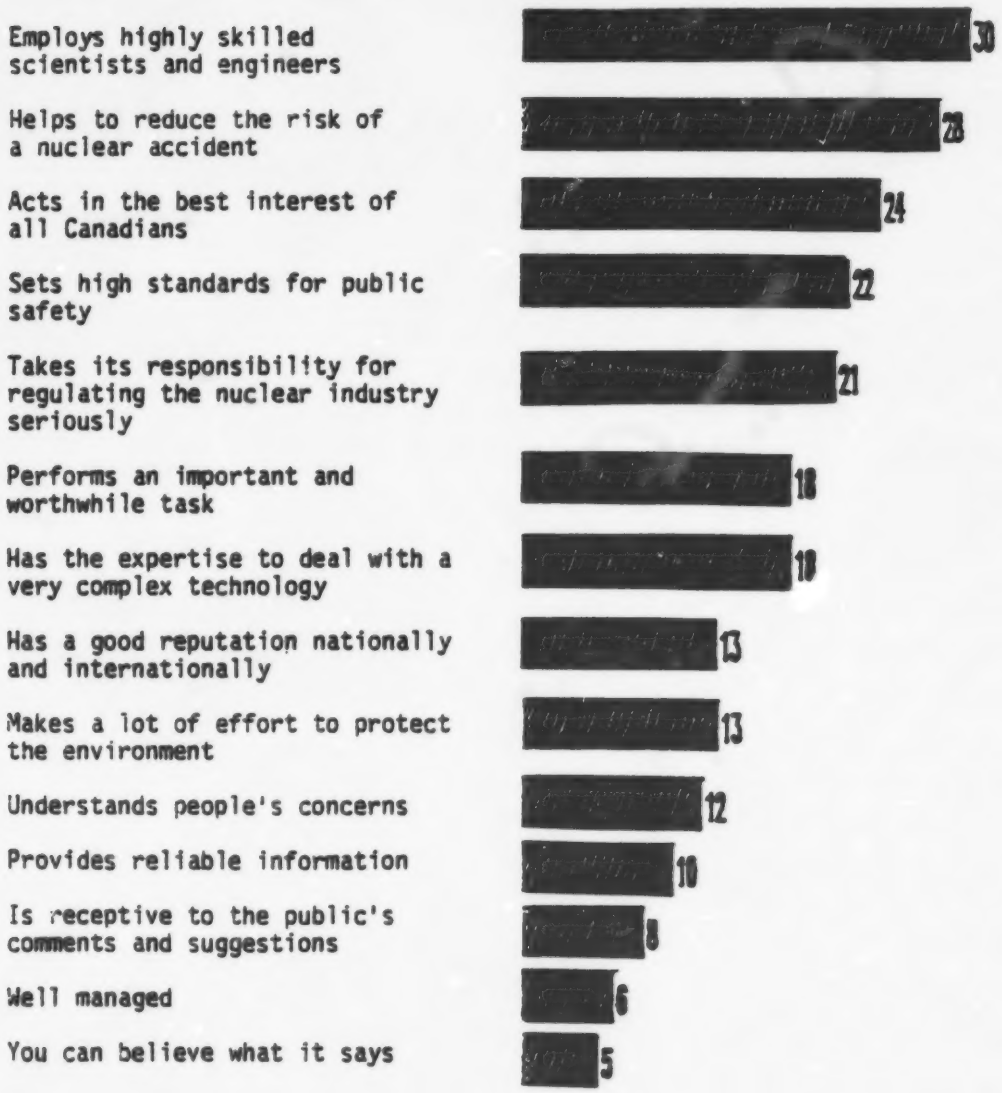


THE MORE FAMILIAR CANADIANS ARE WITH THE AECB,
THE MORE INCLINED THEY ARE TO THINK FAVOURABLY OF IT.

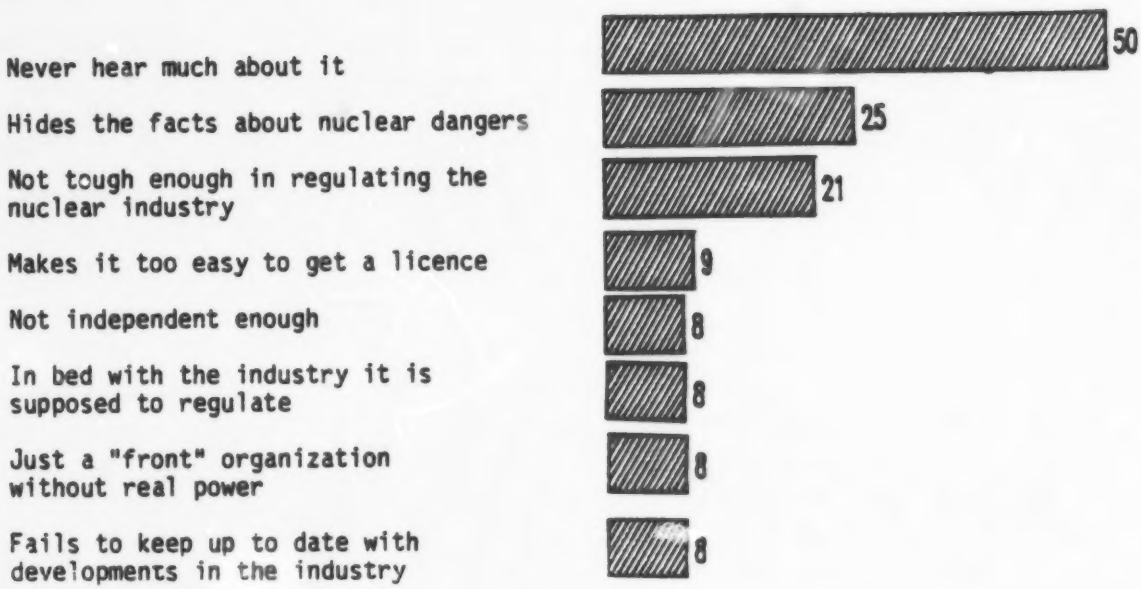

Per Cent Who Say They Are Very or Mostly Favourable Toward the AECB
Degree of Familiarity:
Know a great deal or a fair amount
48
Don't know very much
42
Know practically nothing
32
Never heard of the AECB before
24

"Here is a list of things both favourable and unfavourable that might be said about the federal nuclear regulatory agency known as the Atomic Energy Control Board. Now read through the list and every time you come to a statement that fits your ideas or impressions of the Atomic Energy Control Board, just tell me the number beside it."

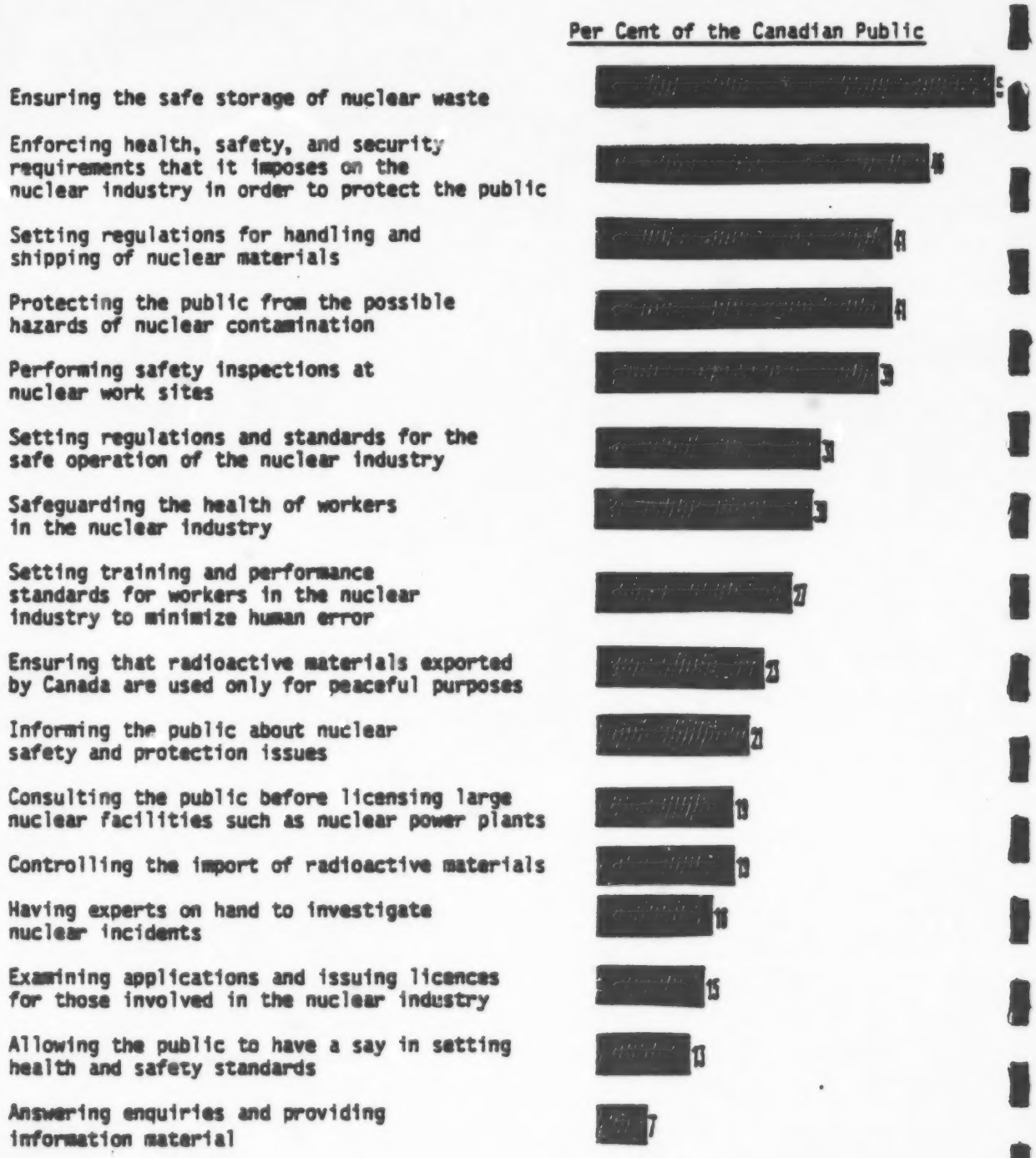
POSITIVE STATEMENTS



NEGATIVE STATEMENTS


Never hear much about it
50
Hides the facts about nuclear dangers
25
Not tough enough in regulating the nuclear industry
21
Makes it too easy to get a licence
9
Not independent enough
8
In bed with the industry it is supposed to regulate
8
Just a "front" organization without real power
8
Fails to keep up to date with developments in the industry
8

"Here is a list of things that a federal agency responsible for regulation of nuclear materials might be engaged in. Would you please look through this list and tell me which four or five you think would be the most important jobs of an agency like this one."


Per Cent of the Canadian Public
Ensuring the safe storage of nuclear waste
Enforcing health, safety, and security requirements that it imposes on the nuclear industry in order to protect the public
Setting regulations for handling and shipping of nuclear materials
Protecting the public from the possible hazards of nuclear contamination
Performing safety inspections at nuclear work sites
Setting regulations and standards for the safe operation of the nuclear industry
Safeguarding the health of workers in the nuclear industry
Setting training and performance standards for workers in the nuclear industry to minimize human error
Ensuring that radioactive materials exported by Canada are used only for peaceful purposes
Informing the public about nuclear safety and protection issues
Consulting the public before licensing large nuclear facilities such as nuclear power plants
Controlling the import of radioactive materials
Having experts on hand to investigate nuclear incidents
Examining applications and issuing licences for those involved in the nuclear industry
Allowing the public to have a say in setting health and safety standards
Answering enquiries and providing information material

"Are there any aspects of controlling the nuclear industry in Canada on which you feel the Atomic Energy Control Board should be doing a better job that what they are doing now? Anything else?"

	Canadian Public
Ensure the safety of the community/workers/ and protection of the public	6%
Ensure the safe storage of nuclear waste	5
Ensure safer disposal of radioactive materials	4
Provide more information/keep the public more informed (non-specific)	4
Provide more information about the AECB and their activities	3
Provide more information on the safety and dangers of nuclear materials/talk about the dangers of nuclear energy	3
Enforce regulations more/nuclear energy should be tightly controlled	3
Abolish nuclear energy in Canada/get rid of all nuclear materials	3
Need to find safer methods of transportation of nuclear waste/handling and shipping of nuclear waste	2
Ensure that the export of nuclear power is used for peaceful purposes, not bombs	2
Find locations for nuclear plants and nuclear wastes where it is not hazardous to the public	2
More control of on site safety inspections/ adequately inspect nuclear plants	2
Inform the public about where the nuclear waste is stored	1
Have more consultation with the public/ listen to what Canadians think	1
Others	1
Can't think of anything more they should be doing	62

SUMMARY AND IMPLICATIONS

- Awareness of the AECB is low.

- Confusion in the public's mind between the AECB and AECL is not a big problem.

- Canadians presume that those responsible for regulating nuclear matters in Canada are doing their job.

- There is tremendous opportunity for improving the public's image of the AECB.

- Communicating about the AECB to the public may require a delicate touch.

- Canadians assign high importance to a number of the AECB's tasks.

COMPUTER PRINTOUT
AECB QUESTIONS
CRC NOVEMBER '88 OMNIBUS

1. COULD YOU PLEASE TELL ME WHETHER YOU HAVE EVER HEARD OF THESE TWO ORGANIZATIONS BEFORE OR NOT ?

		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	1928	950	978	239	514	337	224	270	337	762	514	288	360	1446	482
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY OF CANADA LIMITED (AECL)															
YES, I HAVE	764	469	295	47	164	142	110	147	151	253	192	123	194	607	157
	40.	49.	30.	20.	32.	42.	49.	54.	45.	33.	37.	43.	54.	42.	33.
NO, I HAVE NOT	1048	432	616	185	325	175	98	111	152	467	287	150	142	742	306
	54.	45.	63.	77.	63.	52.	44.	41.	45.	61.	56.	52.	39.	51.	63.
NOT SURE	116	49	67	7	25	20	16	12	34	42	35	15	24	97	19
	6.	5.	7.	3.	5.	6.	7.	4.	10.	6.	7.	5.	7.	7.	4.
ATOMIC ENERGY CONTROL BOARD (AECB)															
YES, I HAVE	672	407	265	37	140	133	99	132	128	233	158	106	174	529	143
	35.	43.	27.	15.	27.	39.	44.	49.	38.	31.	31.	37.	48.	37.	30.
NO, I HAVE NOT	1119	479	640	188	344	183	110	125	167	482	312	160	162	804	315
	58.	50.	65.	79.	67.	54.	49.	46.	50.	63.	61.	56.	45.	56.	65.
NOT SURE	137	64	73	14	30	21	15	13	42	47	44	22	24	113	24
	7.	7.	7.	6.	6.	6.	7.	5.	12.	6.	9.	8.	7.	8.	5.

1. COULD YOU PLEASE TELL ME WHETHER YOU HAVE EVER HEARD OF THESE TWO ORGANIZATIONS BEFORE OR NOT ?

		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN-TIC	QUE-BEC	ONT-ARIO	PRAIR-IES	B.C.	NEW BRUNS-WICK	SASK-ATCH-WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	1928	161	510	676	348	233	106	109	323	292	456	330	195
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY OF CANADA LIMITED (AECL)													
YES, I HAVE	764	53	171	302	16[illegible]	76	36	43	97	119	173	141	102
	40.	33.	34.	45.	47.	33.	34.	39.	30.	41.	38.	43.	52.
NO, I HAVE NOT	1048	88	322	332	166	140	56	57	206	159	258	168	85
	54.	55.	63.	49.	48.	60.	53.	52.	64.	54.	57.	51.	44.
NOT SURE	116	20	17	42	20	17	14	9	20	14	25	21	8
	6.	12.	3.	6.	6.	7.	13.	8.	6.	5.	5.	6.	4.
ATOMIC ENERGY CONTROL BOARD (AECB)													
YES, I HAVE	672	44	150	257	133	88	29	43	88	109	164	113	81
	35.	27.	29.	38.	38.	38.	27.	39.	27.	37.	36.	34.	42.
NO, I HAVE NOT	1119	95	337	370	188	129	61	56	215	165	262	196	103
	58.	59.	66.	55.	54.	55.	58.	51.	67.	57.	57.	59.	53.
NOT SURE	137	22	23	49	27	16	16	10	20	18	30	21	11
	7.	14.	5.	7.	8.	7.	15.	9.	6.	6.	7.	6.	6.

1. COULD YOU PLEASE TELL ME WHETHER YOU HAVE EVER HEARD OF THESE TWO ORGANIZATIONS BEFORE OR NOT ?

		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	1928	319	451	602	556	263	270	185	264	290	81	572	556	426	943
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY OF CANADA LIMITED (AECL)															
YES, I HAVE	764	109	161	275	219	133	111	69	106	78	20	245	258	161	343
	40.	34.	36.	46.	39.	51.	41.	37.	40.	27.	25.	43.	46.	38.	36.
NO, I HAVE NOT	1048	183	263	297	305	113	137	112	151	192	60	282	257	256	534
	54.	57.	58.	49.	55.	43.	51.	61.	57.	66.	74.	49.	46.	60.	57.
NOT SURE	116	27	27	30	32	17	22	4	7	20	1	45	41	9	66
	6.	8.	6.	5.	6.	6.	8.	2.	3.	7.	1.	8.	7.	2.	7.
ATOMIC ENERGY CONTROL BOARD (AECB)															
YES, I HAVE	672	98	151	219	204	121	84	63	93	77	20	212	216	145	309
	35.	31.	33.	36.	37.	46.	31.	34.	35.	27.	25.	37.	39.	34.	33.
NO, I HAVE NOT	1119	194	264	340	321	126	163	112	160	195	57	305	299	262	357
	58.	61.	59.	56.	58.	48.	60.	61.	61.	67.	70.	53.	54.	62.	59.
NOT SURE	137	27	36	43	31	16	23	10	11	18	4	55	41	19	77
	7.	8.	8.	7.	6.	6.	9.	5.	4.	6.	5.	10.	7.	4.	8.

1. COULD YOU PLEASE TELL ME WHETHER YOU HAVE EVER HEARD OF THESE TWO ORGANIZATIONS BEFORE OR NOT ?

		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACT ICALY NOTHING	NEVER HEARD OF	FAVOR -ABLE	HALF & HALF	UNFAV -OUR -ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACT ICALY NOTHING	NEVER HEARD OF
PERCENTAGE BASE	1928	672	125	319	228	1256	574	450	189	764	185	340	239	1164
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY OF CANADA LIMITED (AECL)														
YES, I HAVE	764	473	99	235	139	291	302	213	83	764	185	340	239	-
	40.	70.	79.	74.	61.	23.	53.	47.	44.	100.	100.	100.	100.	
NO, I HAVE NOT	1048	171	24	68	79	877	239	223	92	-	-	-	-	1048
	54.	25.	19.	21.	35.	70.	42.	50.	49.					90.
NOT SURE	116	28	2	16	10	88	33	14	14	-	-	-	-	116
	6.	4.	2.	5.	4.	7.	6.	3.	7.					10.
ATOMIC ENERGY CONTROL BOARD (AECB)														
YES, I HAVE	672	672	125	319	228	-	270	192	81	473	128	211	134	199
	35.	100.	100.	100.	100.		47.	43.	43.	62.	69.	62.	56.	17.
NO, I HAVE NOT	1119	-	-	-	-	1119	264	233	95	256	49	117	90	863
	58.					89.	46.	52.	50.	34.	26.	34.	38.	74.
NOT SURE	137	-	-	-	-	137	40	25	13	35	8	12	15	102
	7.					11.	7.	6.	7.	5.	4.	4.	6.	9.

2. HOW MUCH WOULD YOU SAY YOU KNOW ABOUT EACH OF THESE ORGANIZATIONS ?
3. DO YOU THINK THIS ORGANIZATION IS ?

BASE: HEARD OF "ATOMIC ENERGY OF CANADA LIMITED (AECL)"

		SEX		AGE						EDUCATION				LANGUAGE	
PERCENTAGE BASE	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
	764	469	295	47	164	142	110	147	151	253	192	123	194	607	157
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY OF CANADA LIMITED (AECL)															
QUESTION #2															
A GREAT DEAL	26	23	3	-	7	5	4	6	4	7	3	4	12	19	7
	3.	5.	1.		4.	4.	4.	4.	3.	3.	2.	3.	6.	3.	4.
A FAIR AMOUNT	159	119	40	14	26	34	25	39	21	32	33	38	56	140	19
	21.	25.	14.	30.	16.	24.	23.	27.	14.	13.	17.	31.	29.	23.	12.
NOT VERY MUCH	340	201	139	22	71	64	53	63	65	113	93	57	76	260	80
	45.	43.	47.	47.	43.	45.	48.	43.	43.	45.	48.	46.	39.	43.	51.
PRACTICALLY NOTHING	239	126	113	11	60	39	28	39	61	101	63	24	50	188	51
	31.	27.	38.	23.	37.	27.	25.	27.	40.	40.	33.	20.	26.	31.	32.
QUESTION #3															
A PRIVATE COMPANY	66	36	30	4	19	16	11	8	7	13	14	16	23	56	10
	9.	8.	10.	9.	12.	11.	10.	5.	5.	5.	7.	13.	12.	9.	6.
A FEDERAL GOVERNMENT AGENCY	364	231	133	29	74	67	54	76	63	135	89	59	80	267	97
	48.	49.	45.	62.	45.	47.	49.	52.	42.	53.	46.	48.	41.	44.	62.
A CROWN CORPORATION	201	146	55	9	42	39	26	42	42	52	48	32	68	177	24
	26.	31.	19.	19.	26.	27.	24.	29.	28.	21.	25.	26.	35.	29.	15.
A CONSUMER ACTION GROUP	14	5	9	1	4	3	1	1	4	3	4	3	4	10	4
	2.	1.	3.	2.	2.	2.	1.	1.	3.	1.	2.	2.	2.	2.	3.
DON'T KNOW/NOT SURE	119	51	68	4	25	17	18	20	35	50	37	13	19	97	22
	16.	11.	23.	9.	15.	12.	16.	14.	23.	20.	19.	11.	10.	16.	14.

TABLE 2

2. HOW MUCH WOULD YOU SAY YOU KNOW ABOUT EACH OF THESE ORGANIZATIONS ?
3. DO YOU THINK THIS ORGANIZATION IS ?

BASE: HEARD OF "ATOMIC ENERGY OF CANADA LIMITED (AECL)"

		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN -TIC	QUE- BEC	ONT- ARIO	PRAIR -IES	B.C.	NEW BRUNS -WICK	SASK- ATCH -WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	764	53	171	302	162	76	36	43	97	119	173	141	102
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY OF CANADA LIMITED (AECL)													
QUESTION #2													
A GREAT DEAL	26	1	8	13	3	1	-	2	2	4	4	6	4
	3.	2.	5.	4.	2.	1.		5.	2.	3.	2.	4.	4.
A FAIR AMOUNT	159	15	24	75	34	11	6	8	9	25	32	40	34
	21.	28.	14.	25.	21.	14.	17.	19.	9.	21.	18.	28.	33.
NOT VERY MUCH	340	24	89	125	71	31	17	13	42	52	87	57	41
	45.	45.	52.	41.	44.	41.	47.	30.	43.	44.	50.	40.	40.
PRACTICALLY NOTHING	239	13	50	89	54	33	13	20	44	38	50	38	23
	31.	25.	29.	29.	33.	43.	36.	47.	45.	32.	29.	27.	23.
QUESTION #3													
A PRIVATE COMPANY	66	4	14	28	11	9	-	3	7	3	20	17	9
	9.	8.	8.	9.	7.	12.		7.	7.	3.	12.	12.	9.
A FEDERAL GOVERNMENT AGENCY	364	30	102	129	72	31	21	20	42	62	78	68	39
	48.	57.	60.	43.	44.	41.	58.	47.	43.	52.	45.	48.	38.
A CROWN CORPORATION	201	7	28	90	54	22	4	15	20	34	40	40	45
	26.	13.	16.	30.	33.	29.	11.	35.	21.	29.	23.	28.	44.
A CONSUMER ACTION GROUP	14	-	4	9	1	-	1	2	1	1	4	-	5
	2.		2.	3.	1.		3.	5.	1.	1.	2.		5.
DON'T KNOW/NOT SURE	119	12	23	46	24	14	10	3	27	19	31	16	4
	16.	23.	13.	15.	15.	18.	28.	7.	28.	16.	18.	11.	4.

TABLE 2

2. HOW MUCH WOULD YOU SAY YOU KNOW ABOUT EACH OF THESE ORGANIZATIONS ?
3. DO YOU THINK THIS ORGANIZATION IS ?

BASE: HEARD OF "ATOMIC ENERGY OF CANADA LIMITED (AECL)"

		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	764	109	161	275	219	133	111	69	106	78	20	245	258	161	343
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY OF CANADA LIMITED (AECL)															
QUESTION #2															
A GREAT DEAL	26	2	2	11	11	8	3	3	5	1	1	4	11	8	6
	3.	2.	1.	4.	5.	6.	3.	4.	5.	1.	5.	2.	4.	5.	2.
A FAIR AMOUNT	159	19	30	66	44	40	27	22	17	4	7	42	72	34	53
	21.	17.	19.	24.	20.	30.	24.	32.	16.	5.	35.	17.	28.	21.	15.
NOT VERY MUCH	340	56	70	117	97	52	48	22	57	42	9	110	105	74	161
	45.	51.	43.	43.	44.	39.	43.	32.	54.	54.	45.	45.	41.	46.	47.
PRACTICALLY NOTHING	239	32	59	81	67	33	33	22	27	31	3	89	70	45	123
	31.	29.	37.	29.	31.	25.	30.	32.	25.	40.	15.	36.	27.	28.	36.
QUESTION #3															
A PRIVATE COMPANY	66	4	10	27	25	19	13	4	4	9	3	14	33	7	26
	9.	4.	6.	10.	11.	14.	12.	6.	4.	12.	15.	6.	13.	4.	8.
A FEDERAL GOVERNMENT AGENCY	364	64	74	122	104	49	52	33	64	37	13	116	106	92	166
	48.	59.	46.	44.	47.	37.	47.	48.	60.	47.	65.	47.	41.	57.	48.
A CROWN CORPORATION	201	22	38	84	57	52	32	19	21	10	2	64	89	35	76
	26.	20.	24.	31.	26.	39.	29.	28.	20.	13.	10.	26.	34.	22.	22.
A CONSUMER ACTION GROUP	14	2	3	3	6	2	2	1	3	2	-	4	5	3	6
	2.	2.	2.	1.	3.	2.	2.	1.	3.	3.		2.	2.	2.	2.
DON'T KNOW/NOT SURE	119	17	36	39	27	11	12	12	14	20	2	47	25	24	69
	16.	16.	22.	14.	12.	8.	11.	17.	13.	26.	10.	19.	10.	15.	20.

2. HOW MUCH WOULD YOU SAY YOU KNOW ABOUT EACH OF THESE ORGANIZATIONS ?
3. DO YOU THINK THIS ORGANIZATION IS ?

BASE: HEARD OF "ATOMIC ENERGY OF CANADA LIMITED (AECL)"

		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHING	NEVER HEARD OF	FAVOR-ABLE	HALF & HALF	UNFAV-OUR-ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHING	NEVER HEARD OF
PERCENTAGE BASE	764	473	99	235	139	291	302	213	83	764	185	340	239	-
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	
ATOMIC ENERGY OF CANADA LIMITED (AECL)														
QUESTION #2														
A GREAT DEAL	26	20	17	3	-	6	18	2	5	26	26	-	-	-
	3.	4.	17.	1.		2.	6.	1.	6.	3.	14.			
A FAIR AMOUNT	159	108	73	30	5	51	72	57	17	159	159	-	-	-
	21.	23.	74.	13.	4.	18.	24.	27.	20.	21.	86.			
NOT VERY MUCH	340	211	5	194	12	129	140	91	33	340	-	340	-	-
	45.	45.	5.	83.	9.	44.	46.	43.	40.	45.		100.		
PRACTICALLY NOTHING	239	134	4	8	122	105	72	63	28	239	-	-	239	-
	31.	28.	4.	3.	88.	36.	24.	30.	34.	31.			100.	
QUESTION #3														
A PRIVATE COMPANY	66	40	14	16	10	26	27	19	9	66	21	27	18	-
	9.	8.	14.	7.	7.	9.	9.	9.	11.	9.	11.	8.	8.	
A FEDERAL GOVERNMENT AGENCY	364	228	46	121	61	136	145	95	47	364	78	182	104	-
	48.	48.	46.	51.	44.	47.	48.	45.	57.	48.	42.	54.	44.	
A CROWN CORPORATION	201	130	34	60	36	71	90	68	14	201	75	75	51	-
	26.	27.	34.	26.	26.	24.	30.	32.	17.	26.	41.	22.	21.	
A CONSUMER ACTION GROUP	14	7	1	3	3	7	9	2	2	14	2	6	6	-
	2.	1.	1.	1.	2.	2.	3.	1.	2.	2.	1.	2.	3.	
DON'T KNOW/NOT SURE	119	68	4	35	29	51	31	29	11	119	9	50	60	-
	16.	14.	4.	15.	21.	18.	10.	14.	13.	16.	5.	15.	25.	

2. HOW MUCH WOULD YOU SAY YOU KNOW ABOUT EACH OF THESE ORGANIZATIONS ?
3. DO YOU THINK THIS ORGANIZATION IS ?

BASE: HEARD OF "ATOMIC ENERGY CONTROL BOARD (AECB)"

		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	672	407	265	37	140	133	99	132	128	233	158	106	174	529	143
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY CONTROL BOARD (AECB)															
QUESTION #2															
A GREAT DEAL	20	13	7	1	6	5	2	2	4	2	5	4	9	16	4
	3.	3.	3.	3.	4.	4.	2.	2.	3.	1.	3.	4.	5.	3.	3.
A FAIR AMOUNT	105	76	29	6	21	19	16	26	16	30	16	21	38	87	18
	16.	19.	11.	16.	15.	14.	16.	20.	13.	13.	10.	20.	22.	16.	13.
NOT VERY MUCH	319	193	126	14	60	73	53	59	59	108	83	50	78	251	68
	47.	47.	48.	38.	43.	55.	54.	45.	46.	46.	53.	47.	45.	47.	48.
PRACTICALLY NOTHING	228	125	103	16	53	36	28	45	49	93	54	31	49	175	53
	34.	31.	39.	43.	38.	27.	28.	34.	38.	40.	34.	29.	28.	33.	37.
QUESTION #3															
A PRIVATE COMPANY	14	8	6	-	6	3	1	1	3	6	3	3	2	11	3
	2.	2.	2.		4.	2.	1.	1.	2.	3.	2.	3.	1.	2.	2.
A FEDERAL GOVERNMENT AGENCY	413	269	144	26	80	92	64	76	73	134	94	71	114	321	92
	61.	66.	54.	70.	57.	69.	65.	58.	57.	58.	59.	67.	66.	61.	64.
A CROWN CORPORATION	90	62	28	4	25	12	11	24	14	29	22	18	21	69	21
	13.	15.	11.	11.	18.	9.	11.	18.	11.	12.	14.	17.	12.	13.	15.
A CONSUMER ACTION GROUP	26	11	15	3	4	6	3	7	3	8	10	2	6	21	5
	4.	3.	6.	8.	3.	5.	3.	5.	2.	3.	6.	2.	3.	4.	3.
DON'T KNOW/NOT SURE	129	57	72	4	25	20	20	24	35	56	29	12	31	107	22
	19.	14.	27.	11.	18.	15.	20.	18.	27.	24.	18.	11.	18.	20.	15.

2. HOW MUCH WOULD YOU SAY YOU KNOW ABOUT EACH OF THESE ORGANIZATIONS ?
3. DO YOU THINK THIS ORGANIZATION IS ?

BASE: HEARD OF "ATOMIC ENERGY CONTROL BOARD (AECB)"

		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN-TIC	QUE-BEC	ONT-ARIO	PRAIR-IES	B.C.	NEW BRUNS-WICK	SASK-ATCH-WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	672	44	150	257	133	88	29	43	88	109	164	113	81
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY CONTROL BOARD (AECB)													
QUESTION #2													
A GREAT DEAL	20	-	6	10	3	1	-	2	1	2	3	5	2
	3.		4.	4.	2.	1.		5.	1.	2.	2.	4.	2.
A FAIR AMOUNT	105	9	20	57	10	7	3	4	12	17	25	12	22
	16.	20.	13.	22.	8.	10.	10.	9.	14.	16.	15.	11.	27.
NOT VERY MUCH	319	26	71	112	68	42	17	14	39	52	80	61	37
	47.	59.	47.	44.	51.	48.	59.	33.	44.	48.	49.	54.	46.
PRACTICALLY NOTHING	228	9	53	78	52	36	9	23	36	38	56	35	20
	34.	20.	35.	30.	39.	41.	31.	53.	41.	35.	34.	31.	25.
QUESTION #3													
A PRIVATE COMPANY	14	-	4	3	4	3	-	3	2	3	4	2	1
	2.		3.	1.	3.	3.		7.	2.	3.	2.	2.	1.
A FEDERAL GOVERNMENT AGENCY	413	28	96	159	86	44	15	27	48	73	90	73	59
	61.	64.	64.	62.	65.	50.	52.	63.	55.	67.	55.	65.	73.
A CROWN CORPORATION	90	3	21	36	11	19	2	2	12	10	25	19	11
	13.	7.	14.	14.	8.	22.	7.	5.	14.	9.	15.	17.	14.
A CONSUMER ACTION GROUP	26	2	5	12	5	2	1	3	4	4	7	5	1
	4.	5.	3.	5.	4.	2.	3.	7.	5.	4.	4.	4.	1.
DON'T KNOW/NOT SURE	129	11	24	47	27	20	11	8	22	19	38	14	9
	19.	25.	16.	18.	20.	23.	38.	19.	25.	17.	23.	12.	11.

2. HOW MUCH WOULD YOU SAY YOU KNOW ABOUT EACH OF THESE ORGANIZATIONS ?
3. DO YOU THINK THIS ORGANIZATION IS ?

BASE: HEARD OF "ATOMIC ENERGY CONTROL BOARD (AECB)"

		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	672	98	151	219	204	121	84	63	93	77	20	212	216	145	309
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY CONTROL BOARD (AECB)															
QUESTION #2															
A GREAT DEAL	20	-	2	10	8	5	4	1	3	1	1	4	9	4	6
	3.		1.	5.	4.	4.	5.	2.	3.	1.	5.	2.	4.	3.	2.
A FAIR AMOUNT	105	15	21	32	37	24	15	11	10	5	5	35	40	20	45
	16.	15.	14.	15.	18.	20.	18.	17.	11.	6.	25.	17.	19.	14.	15.
NOT VERY MUCH	319	57	72	103	87	58	34	33	45	45	8	96	98	72	149
	47.	58.	48.	47.	43.	48.	40.	52.	48.	58.	40.	45.	45.	50.	48.
PRACTICALLY NOTHING	228	26	56	74	72	34	31	18	35	26	6	77	69	49	109
	34.	27.	37.	34.	35.	28.	37.	29.	38.	34.	30.	36.	32.	34.	35.
QUESTION #3															
A PRIVATE COMPANY	14	-	4	3	7	-	-	1	4	2	1	6	-	5	9
	2.		3.	1.	3.			2.	4.	3.	5.	3.		3.	3.
A FEDERAL GOVERNMENT AGENCY	413	60	81	144	128	88	56	38	56	36	15	123	151	87	174
	61.	61.	54.	66.	63.	73.	67.	60.	60.	47.	75.	58.	70.	60.	56.
A CROWN CORPORATION	90	15	21	28	26	20	11	5	11	10	2	31	33	14	43
	13.	15.	14.	13.	13.	17.	13.	8.	12.	13.	10.	15.	15.	10.	14.
A CONSUMER ACTION GROUP	26	4	7	8	7	1	3	6	5	5	-	6	4	11	11
	4.	4.	5.	4.	3.	1.	4.	10.	5.	6.		3.	2.	8.	4.
DON'T KNOW/NOT SURE	129	19	38	36	36	12	14	13	17	24	2	46	28	28	72
	19.	19.	25.	16.	18.	10.	17.	21.	18.	31.	10.	22.	13.	19.	23.

2. HOW MUCH WOULD YOU SAY YOU KNOW ABOUT EACH OF THESE ORGANIZATIONS ?
3. DO YOU THINK THIS ORGANIZATION IS ?

BASE: HEARD OF "ATOMIC ENERGY CONTROL BOARD (AECB)"

		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHING	NEVER HEARD OF	FAVOR-ABLE	HALF & HALF	UNFAV-OUR-ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHING	NEVER HEARD OF
PERCENTAGE BASE	672	672	125	319	228	-	270	192	81	473	128	211	134	199
	100.	100.	100.	100.	100.		100.	100.	100.	100.	100.	100.	100.	100.
ATOMIC ENERGY CONTROL BOARD (AECB)														
QUESTION #2														
A GREAT DEAL	20	20	20	-	-	-	15	2	3	19	19	-	-	1
	3.	3.	16.				6.	1.	4.	4.	15.			1.
A FAIR AMOUNT	105	105	105	-	-	-	46	34	17	80	71	5	4	25
	16.	16.	84.				17.	18.	21.	17.	55.	2.	3.	13.
NOT VERY MUCH	319	319	-	319	-	-	135	98	32	235	33	194	8	84
	47.	47.		100.			50.	51.	40.	50.	26.	92.	6.	42.
PRACTICALLY NOTHING	228	228	-	-	228	-	74	58	29	139	5	12	122	89
	34.	34.			100.		27.	30.	36.	29.	4.	6.	91.	45.
QUESTION #3														
A PRIVATE COMPANY	14	14	2	8	4	-	3	7	1	9	3	3	3	5
	2.	2.	2.	3.	2.		1.	4.	1.	2.	2.	1.	2.	3.
A FEDERAL GOVERNMENT AGENCY	413	413	87	204	122	-	180	118	55	294	92	130	72	119
	61.	61.	70.	64.	54.		67.	61.	68.	62.	72.	62.	54.	60.
A CROWN CORPORATION	90	90	21	40	29	-	45	25	7	61	16	28	17	29
	13.	13.	17.	13.	13.		17.	13.	9.	13.	13.	13.	13.	15.
A CONSUMER ACTION GROUP	26	26	4	14	8	-	8	7	3	21	3	13	5	5
	4.	4.	3.	4.	4.		3.	4.	4.	4.	2.	6.	4.	3.
DON'T KNOW/NOT SURE	129	129	11	53	65	-	34	35	15	88	14	37	37	41
	19.	19.	9.	17.	29.		13.	18.	19.	19.	11.	18.	28.	21.

4. ONE OF THESE ORGANIZATIONS IS RESPONSIBLE FOR MANUFACTURING AND SELLING NUCLEAR ENERGY PRODUCTS AND THE OTHER IS RESPONSIBLE FOR REGULATING THE NUCLEAR INDUSTRY IN CANADA. WHICH ONE OF THESE ORGANIZATIONS REGULATES THE NUCLEAR INDUSTRY IN CANADA ?
5. THE ATOMIC ENERGY CONTROL BOARD IS THE FEDERAL GOVERNMENT AGENCY RESPONSIBLE FOR CONTROLLING THE NUCLEAR INDUSTRY IN CANADA. PLEASE DESCRIBE YOUR OVERALL OPINION ABOUT THE ATOMIC CONTROL BOARD AND IT'S CONTROL WORK ?

		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	1928	950	978	239	514	337	224	270	337	762	514	288	360	1446	482
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #4															
ATOMIC ENERGY OF CANADA LIMITED (AECL)	145	89	56	20	36	27	23	15	24	57	40	22	26	112	33
	8.	9.	6.	8.	7.	8.	10.	6.	7.	7.	8.	8.	7.	8.	7.
ATOMIC ENERGY CONTROL BROAD (AECB)	807	459	348	92	255	156	100	109	92	196	220	162	227	645	162
	42.	48.	36.	38.	50.	46.	45.	40.	27.	26.	43.	56.	63.	45.	34.
DON'T KNOW/NOT STATED	976	402	574	127	223	154	101	146	221	509	254	104	107	689	287
	51.	42.	59.	53.	43.	46.	45.	54.	66.	67.	49.	36.	30.	48.	60.
QUESTION #5															
VERY FAVOURABLE.....[5]	198	120	78	28	54	34	30	29	23	62	46	40	50	104	94
	10.	13.	8.	12.	11.	10.	13.	11.	7.	8.	9.	14.	14.	7.	20.
MOSTLY FAVOURABLE.....[4]	376	214	162	37	106	70	41	70	52	107	107	73	89	291	85
	20.	23.	17.	15.	21.	21.	18.	26.	15.	14.	21.	25.	25.	20.	18.
HALF AND HALF.....[3]	450	243	207	61	136	79	52	56	65	156	129	67	98	374	76
	23.	26.	21.	26.	26.	23.	23.	21.	19.	20.	25.	23.	27.	26.	16.
MOSTLY UNFAVOURABLE.....[2]	102	47	55	11	20	19	13	16	22	38	24	16	23	82	20
	5.	5.	6.	5.	4.	6.	6.	6.	7.	5.	5.	6.	6.	6.	4.
VERY UNFAVOURABLE.....[1]	87	55	32	14	22	17	9	9	16	45	18	9	15	51	36
	5.	6.	3.	6.	4.	5.	4.	3.	5.	6.	4.	3.	4.	4.	7.
NO OPINION	715	271	444	88	176	118	79	90	159	354	190	83	85	544	171
	37.	29.	45.	37.	34.	35.	35.	33.	47.	46.	37.	29.	24.	38.	35.
*** MEAN	3.41	3.44	3.37	3.36	3.44	3.39	3.48	3.52	3.25	3.25	3.43	3.58	3.49	3.35	3.58

*MEAN: "VERY FAVOURABLE" IS GIVEN A VALUE OF "5", "4", "3", "2", "VERY UNFAVOURABLE" IS GIVEN A VALUE OF "1"
"NO OPINION/ DON'T KNOW/ NOT STATED" ARE EXCLUDED

TABLE 4

4. ONE OF THESE ORGANIZATIONS IS RESPONSIBLE FOR MANUFACTURING AND SELLING NUCLEAR ENERGY PRODUCTS AND THE OTHER IS RESPONSIBLE FOR REGULATING THE NUCLEAR INDUSTRY IN CANADA. WHICH ONE OF THESE ORGANIZATIONS REGULATES THE NUCLEAR INDUSTRY IN CANADA ?
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		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN -TIC	QUE- BEC	ONT- ARIO	PRAIR -IES	B.C.	NEW BRUNS -WICK	SASK- ATCH -WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	1928	161	510	676	348	233	106	109	323	292	456	330	195
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #4													
ATOMIC ENERGY OF CANADA LIMITED (AECL)	145	14	36	61	22	12	6	8	20	24	26	32	20
	8.	9.	7.	9.	6.	5.	6.	7.	6.	8.	6.	10.	10.
ATOMIC ENERGY CONTROL BROAD (AECB)	807	53	189	315	163	87	32	49	76	117	201	162	122
	42.	33.	37.	47.	47.	37.	30.	45.	24.	40.	44.	49.	63.
DON'T KNOW/NOT STATED	976	94	285	300	163	134	68	52	227	151	229	136	53
	51.	58.	56.	44.	47.	58.	64.	48.	70.	52.	50.	41.	27.
QUESTION #5													
VERY FAVOURABLE.....[5]	198	12	98	55	23	10	4	12	24	27	50	39	31
	10.	7.	19.	8.	7.	4.	4.	11.	7.	9.	11.	12.	16.
MOSTLY FAVOURABLE.....[4]	376	23	95	143	71	44	16	26	45	60	92	85	51
	20.	14.	19.	21.	20.	19.	15.	24.	14.	21.	20.	26.	26.
HALF AND HALF.....[3]	450	29	81	180	95	65	21	34	67	68	114	85	49
	23.	18.	16.	27.	27.	28.	20.	31.	21.	23.	25.	26.	25.
MOSTLY UNFAVOURABLE.....[2]	102	4	21	39	23	15	7	7	16	12	31	15	10
	5.	2.	4.	6.	7.	6.	7.	6.	5.	4.	7.	5.	5.
VERY UNFAVOURABLE.....[1]	87	7	36	31	8	5	17	6	10	13	24	9	6
	5.	4.	7.	5.	2.	2.	16.	6.	3.	4.	5.	3.	3.
NO OPINION	715	86	179	228	128	94	41	24	161	112	145	97	48
	37.	53.	35.	34.	37.	40.	39.	22.	50.	38.	32.	29.	25.
*** MEAN	3.41	3.39	3.60	3.34	3.35	3.28	2.74	3.36	3.35	3.42	3.36	3.56	3.62

*MEAN: "VERY FAVOURABLE" IS GIVEN A VALUE OF "5", "4", "3", "2", "VERY UNFAVOURABLE" IS GIVEN A VALUE OF "1"
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		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	1928	319	451	602	556	263	270	185	264	290	81	572	556	426	943
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #4															
ATOMIC ENERGY OF CANADA LIMITED (AECL)	145	24	27	48	46	16	25	15	24	18	10	37	43	37	65
	8.	8.	6.	8.	8.	6.	9.	8.	9.	6.	12.	6.	8.	9.	7.
ATOMIC ENERGY CONTROL BROAD (AECB)	807	117	167	280	243	167	132	80	117	85	34	191	312	184	310
	42.	37.	37.	47.	44.	63.	49.	43.	44.	29.	42.	33.	56.	43.	33.
DON'T KNOW/NOT STATED	976	178	257	274	267	80	113	90	123	187	37	344	201	205	568
	51.	56.	57.	46.	48.	30.	42.	49.	47.	64.	46.	60.	36.	48.	60.
QUESTION #5															
VERY FAVOURABLE.....[5]	198	18	37	66	77	31	26	22	38	24	9	47	59	58	80
	10.	6.	8.	11.	14.	12.	10.	12.	14.	8.	11.	8.	11.	14.	8.
MOSTLY FAVOURABLE.....[4]	376	62	75	120	119	68	62	34	46	53	19	94	137	73	166
	20.	19.	17.	20.	21.	26.	23.	18.	17.	18.	23.	16.	25.	17.	18.
HALF AND HALF.....[3]	450	69	117	140	124	78	62	48	62	66	23	111	149	101	200
	23.	22.	26.	23.	22.	30.	23.	26.	23.	23.	28.	19.	27.	24.	21.
MOSTLY UNFAVOURABLE.....[2]	102	20	22	32	28	12	13	9	11	13	3	41	27	18	57
	5.	6.	5.	5.	5.	5.	5.	5.	4.	4.	4.	7.	5.	4.	6.
VERY UNFAVOURABLE.....[1]	87	14	20	21	32	11	11	6	19	10	3	26	22	25	39
	5.	4.	4.	3.	6.	4.	4.	3.	7.	3.	4.	5.	4.	6.	4.
NO OPINION	715	136	180	223	176	63	96	66	88	124	24	253	162	151	401
	37.	43.	40.	37.	32.	24.	36.	36.	33.	43.	30.	44.	29.	35.	43.
*** MEAN	3.41	3.27	3.32	3.47	3.48	3.48	3.45	3.48	3.41	3.41	3.49	3.30	3.47	3.44	3.35

*MEAN: "VERY FAVOURABLE" IS GIVEN A VALUE OF "5", "4", "3", "2", "VERY UNFAVOURABLE" IS GIVEN A VALUE OF "1"
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		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHING	NEVER HEARD OF	FAVOR-ABLE	HALF & HALF	UNFAV-OUR-ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHING	NEVER HEARD OF
PERCENTAGE BASE	1928	672	125	319	228	1256	574	450	189	764	185	340	239	1164
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #4														
ATOMIC ENERGY OF CANADA LIMITED (AECL)	145	68	13	30	25	77	53	40	16	94	27	42	25	51
	8.	10.	10.	9.	11.	6.	9.	9.	8.	12.	15.	12.	10.	4.
ATOMIC ENERGY CONTROL BROAD (AECB)	807	396	93	195	108	411	350	227	89	434	131	194	109	373
	42.	59.	74.	61.	47.	33.	61.	50.	47.	57.	71.	57.	46.	32.
DON'T KNOW/NOT STATED	976	208	19	94	95	768	171	183	84	236	27	104	105	740
	51.	31.	15.	29.	42.	61.	30.	41.	44.	31.	15.	31.	44.	64.
QUESTION #5														
VERY FAVOURABLE.....[5]	198	85	23	36	26	113	198	-	-	92	30	43	19	106
	10.	13.	18.	11.	11.	9.	34.			12.	16.	13.	8.	9.
MOSTLY FAVOURABLE.....[4]	376	185	38	99	48	191	376	-	-	210	60	97	53	166
	20.	28.	30.	31.	21.	15.	66.			27.	32.	29.	22.	14.
HALF AND HALF.....[3]	450	192	36	98	58	258	-	450	-	213	59	91	63	237
	23.	29.	29.	31.	25.	21.		100.		28.	32.	27.	26.	20.
MOSTLY UNFAVOURABLE.....[2]	102	46	11	19	16	56	-	-	102	42	11	17	14	60
	5.	7.	9.	6.	7.	4.			54.	5.	6.	5.	6.	5.
VERY UNFAVOURABLE.....[1]	87	35	9	13	13	52	-	-	87	41	11	16	14	46
	5.	5.	7.	4.	6.	4.			46.	5.	6.	5.	6.	4.
NO OPINION	715	129	8	54	67	586	-	-	-	166	14	76	76	549
	37.	19.	6.	17.	29.	47.				22.	8.	22.	32.	47.
*** MEAN	3.41	3.44	3.47	3.48	3.36	3.38	4.34	3.00	1.54	3.45	3.51	3.51	3.30	3.37

*MEAN: "VERY FAVOURABLE" IS GIVEN A VALUE OF "5", "4", "3", "2", "VERY UNFAVOURABLE" IS GIVEN A VALUE OF "1"
"NO OPINION/ DON'T KNOW/ NOT STATED" ARE EXCLUDED

6. HERE IS A LIST OF THINGS THAT A FEDERAL AGENCY RESPONSIBLE FOR REGULATION OF NUCLEAR MATERIALS MIGHT BE ENGAGED IN. WOULD YOU PLEASE TELL ME WHICH FOUR OR FIVE THINGS YOU THINK WOULD BE THE MOST IMPORTANT JOBS FOR AN AGENCY LIKE THIS ONE.

		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	1928	950	978	239	514	337	224	270	337	762	514	288	360	1446	482
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #6															
SETTING REGULATIONS FOR HANDLING AND SHIPPING OF NUCLEAR MATERIALS	788	418	370	95	230	146	86	111	115	269	205	136	176	629	159
	41.	44.	38.	40.	45.	43.	38.	41.	34.	35.	40.	47.	49.	43.	33.
EXAMINING APPLICATIONS AND ISSUING LICENCES FOR THOSE INVOLVED IN THE NUCLEAR INDUSTRY	296	155	141	33	83	61	32	45	41	98	71	52	74	227	69
	15.	16.	14.	14.	16.	18.	14.	17.	12.	13.	14.	18.	21.	16.	14.
PERFORMING SAFETY INSPECTIONS AT NUCLEAR WORK SITES	745	387	358	101	209	123	77	109	121	283	203	119	139	561	184
	39.	41.	37.	42.	41.	36.	34.	40.	36.	37.	39.	41.	39.	39.	38.
ENFORCING HEALTH, SAFETY, AND SECURITY REQUIREMENTS THAT IT IMPOSES ON THE NUCLEAR INDUSTRY IN ORDER TO PROTECT THE PUBLIC	882	432	450	120	256	167	99	107	131	335	238	141	166	665	217
	46.	45.	46.	50.	50.	50.	44.	40.	39.	44.	46.	49.	46.	46.	45.
ANSWERING ENQUIRIES AND PROVIDING INFORMATION MATERIAL	138	65	73	21	35	27	14	15	26	54	36	19	28	84	54
	7.	7.	7.	9.	7.	8.	6.	6.	8.	7.	7.	7.	8.	6.	11.
ENSURING THE SAFE STORAGE OF NUCLEAR WASTE	1056	519	537	130	285	196	130	145	163	385	285	182	202	802	254
	55.	55.	55.	54.	55.	58.	58.	54.	48.	51.	55.	63.	56.	55.	53.
ALLOWING THE PUBLIC TO HAVE A SAY IN SETTING HEALTH AND SAFETY STANDARDS	260	117	143	28	69	39	29	37	57	123	68	34	34	172	88
	13.	12.	15.	12.	13.	12.	13.	14.	17.	16.	13.	12.	9.	12.	18.
SAFEGUARDING THE HEALTH OF WORKERS IN THE NUCLEAR INDUSTRY	572	283	289	56	125	92	75	112	110	254	145	83	89	422	150
	30.	30.	30.	23.	24.	27.	33.	41.	33.	33.	28.	29.	25.	29.	31.
SETTING REGULATIONS AND STANDARDS FOR THE SAFE OPERATIONS OF THE NUCLEAR INDUSTRY	595	318	277	58	163	115	86	80	91	159	157	113	164	481	114
	31.	33.	28.	24.	32.	34.	38.	30.	27.	21.	31.	39.	46.	33.	24.
HAVING EXPERTS ON HAND TO INVESTIGATE NUCLEAR INCIDENTS	316	150	166	39	75	57	34	49	62	142	78	35	60	239	77
	16.	16.	17.	16.	15.	17.	15.	18.	18.	19.	15.	12.	17.	17.	16.
CONSULTING THE PUBLIC BEFORE LICENSING LARGE NUCLEAR FACILITIES SUCH AS NUCLEAR POWER PLANTS	371	182	189	42	107	61	39	46	75	145	114	51	60	266	105
	19.	19.	19.	18.	21.	18.	17.	17.	22.	19.	22.	18.	17.	18.	22.
ENSURING THAT RADIOACTIVE MATERIALS EXPORTED BY CANADA ARE USED ONLY FOR PEACEFUL PURPOSES	443	220	223	47	99	71	59	76	90	160	126	76	80	328	115
	23.	23.	23.	20.	19.	21.	26.	28.	27.	21.	25.	26.	22.	23.	24.

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		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	1928	950	978	239	514	337	224	270	337	762	514	298	360	1446	482
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #6															
PROTECTING THE PUBLIC FROM THE POSSIBLE HAZARDS OF NUCLEAR CONTAMINATION	786	381	405	114	221	129	95	116	109	287	222	116	160	594	192
	41.	40.	41.	48.	43.	38.	42.	43.	32.	38.	43.	40.	44.	41.	40.
INFORMING THE PUBLIC ABOUT NUCLEAR SAFETY AND PROTECTION ISSUES	414	169	245	57	109	74	48	48	78	184	98	59	71	288	126
	21.	18.	25.	24.	21.	22.	21.	18.	23.	24.	19.	20.	20.	20.	26.
CONTROLLING THE IMPORT OF RADIOACTIVE MATERIALS	357	173	184	41	82	58	34	63	78	148	93	55	60	274	83
	19.	18.	19.	17.	16.	17.	15.	23.	23.	19.	18.	19.	17.	19.	17.
SETTING TRAINING AND PERFORMANCE STANDARDS FOR WORKERS IN THE NUCLEAR INDUSTRY TO MINIMIZE HUMAN ERROR	523	273	250	60	160	94	62	71	75	193	155	81	93	432	91
	27.	29.	26.	25.	31.	28.	28.	26.	22.	25.	30.	28.	26.	30.	19.
NONE PICKED	166	69	97	19	34	26	18	20	49	93	43	11	17	120	46
	9.	7.	10.	8.	7.	8.	8.	7.	15.	12.	8.	4.	5.	8.	10.

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		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN -TIC	QUE- BEC	ONT- ARIO	PRAIR -IES	B.C.	NEW BRUNS -WICK	SASK- ATCH -WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	1928	161	510	676	348	233	106	109	323	292	456	330	195
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #6													
SETTING REGULATIONS FOR HANDLING AND SHIPPING OF NUCLEAR MATERIALS	788	55	173	292	164	104	46	55	117	114	183	156	103
	41.	34.	34.	43.	47.	45.	43.	50.	36.	39.	40.	47.	53.
EXAMINING APPLICATIONS AND ISSUING LICENCES FOR THOSE INVOLVED IN THE NUCLEAR INDUSTRY	296	15	72	108	59	42	18	15	47	35	73	61	40
	15.	9.	14.	16.	17.	18.	17.	14.	15.	12.	16.	18.	21.
PERFORMING SAFETY INSPECTIONS AT NUCLEAR WORK SITES	745	62	189	258	136	100	60	42	112	107	181	121	84
	39.	39.	37.	38.	39.	43.	57.	39.	35.	37.	40.	37.	43.
ENFORCING HEALTH, SAFETY, AND SECURITY REQUIREMENTS THAT IT IMPOSES ON THE NUCLEAR INDUSTRY IN ORDER TO PROTECT THE PUBLIC	882	59	231	333	150	109	60	45	140	125	217	157	110
	46.	37.	45.	49.	43.	47.	57.	41.	43.	43.	48.	48.	56.
ANSWERING ENQUIRIES AND PROVIDING INFORMATION MATERIAL	138	11	51	53	14	9	6	8	30	21	31	22	10
	7.	7.	10.	8.	4.	4.	6.	7.	9.	7.	7.	7.	5.
ENSURING THE SAFE STORAGE OF NUCLEAR WASTE	1056	69	271	376	201	139	67	70	155	160	257	191	122
	55.	43.	53.	56.	58.	60.	63.	64.	48.	55.	56.	58.	63.
ALLOWING THE PUBLIC TO HAVE A SAY IN SETTING HEALTH AND SAFETY STANDARDS	260	23	93	80	32	32	17	11	53	46	66	45	14
	13.	14.	18.	12.	9.	14.	16.	10.	16.	16.	14.	14.	7.
SAFEGUARDING THE HEALTH OF WORKERS IN THE NUCLEAR INDUSTRY	572	49	151	193	113	66	35	33	102	89	146	95	50
	30.	30.	30.	29.	32.	28.	33.	30.	32.	30.	32.	29.	26.
SETTING REGULATIONS AND STANDARDS FOR THE SAFE OPERATIONS OF THE NUCLEAR INDUSTRY	595	37	135	224	110	89	19	35	75	75	154	115	83
	31.	23.	26.	33.	32.	38.	18.	32.	23.	26.	34.	35.	43.
HAVING EXPERTS ON HAND TO INVESTIGATE NUCLEAR INCIDENTS	316	28	82	127	49	30	23	13	58	53	74	39	34
	16.	17.	16.	19.	14.	13.	22.	12.	18.	18.	16.	12.	17.
CONSULTING THE PUBLIC BEFORE LICENSING LARGE NUCLEAR FACILITIES SUCH AS NUCLEAR POWER PLANTS	371	31	109	116	60	55	21	18	67	58	102	59	32
	19.	19.	21.	17.	17.	24.	20.	17.	21.	20.	22.	18.	16.
ENSURING THAT RADIOACTIVE MATERIALS EXPORTED BY CANADA ARE USED ONLY FOR PEACEFUL PURPOSES	443	20	124	159	82	58	10	33	72	78	106	73	48
	23.	12.	24.	24.	24.	25.	9.	30.	22.	27.	23.	22.	25.

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		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN -TIC	QUE- BEC	ONT- ARIO	PRAIR -IES	B.C.	NEW BRUNS -WICK	SASK- ATCH -WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	1928	161	510	676	348	233	106	109	323	292	456	330	195
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #6													
PROTECTING THE PUBLIC FROM THE POSSIBLE HAZARDS OF NUCLEAR CONTAMINATION	786	63	203	287	136	97	43	45	107	116	213	142	86
	41.	39.	40.	42.	39.	42.	41.	41.	33.	40.	47.	43.	44.
INFORMING THE PUBLIC ABOUT NUCLEAR SAFETY AND PROTECTION ISSUES	414	43	132	149	58	32	22	24	78	78	105	62	29
	21.	27.	26.	22.	17.	14.	21.	22.	24.	27.	23.	19.	15.
CONTROLLING THE IMPORT OF RADIOACTIVE MATERIALS	357	24	92	141	51	49	14	19	67	62	90	55	33
	19.	15.	18.	21.	15.	21.	13.	17.	21.	21.	20.	17.	17.
SETTING TRAINING AND PERFORMANCE STANDARDS FOR WORKERS IN THE NUCLEAR INDUSTRY TO MINIMIZE HUMAN ERROR	523	39	100	231	93	60	23	26	70	77	119	114	54
	27.	24.	20.	34.	27.	26.	22.	24.	22.	26.	26.	35.	28.
NONE PICKED	166	32	45	43	35	11	6	4	45	26	21	19	2
	9.	20.	9.	6.	10.	5.	6.	4.	14.	9.	5.	6.	1.

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		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	1928	319	451	602	556	263	270	185	264	290	81	572	556	426	943
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #6															
SETTING REGULATIONS FOR HANDLING AND SHIPPING OF NUCLEAR MATERIALS	788	115	163	285	225	125	114	73	121	117	36	201	251	182	354
	41.	36.	36.	47.	40.	48.	42.	39.	46.	40.	44.	35.	45.	43.	38.
EXAMINING APPLICATIONS AND ISSUING LICENCES FOR THOSE INVOLVED IN THE NUCLEAR INDUSTRY	296	51	67	92	86	52	41	32	41	37	12	81	98	68	130
	15.	16.	15.	15.	15.	20.	15.	17.	16.	13.	15.	14.	18.	16.	14.
PERFORMING SAFETY INSPECTIONS AT NUCLEAR WORK SITES	745	104	179	244	218	105	117	71	110	99	31	211	232	171	341
	39.	33.	40.	41.	39.	40.	43.	38.	42.	34.	38.	37.	42.	40.	36.
ENFORCING HEALTH, SAFETY, AND SECURITY REQUIREMENTS THAT IT IMPOSES ON THE NUCLEAR INDUSTRY IN ORDER TO PROTECT THE PUBLIC	882	134	202	279	267	136	131	89	118	133	37	238	277	197	408
	46.	42.	45.	46.	48.	52.	49.	48.	45.	46.	46.	42.	50.	46.	43.
ANSWERING ENQUIRIES AND PROVIDING INFORMATION MATERIAL	138	23	34	37	44	15	15	21	19	12	11	45	31	39	68
	7.	7.	8.	6.	8.	6.	6.	11.	7.	4.	14.	8.	6.	9.	7.
ENSURING THE SAFE STORAGE OF NUCLEAR WASTE	1056	150	247	341	318	133	167	102	156	158	49	290	311	247	497
	55.	47.	55.	57.	57.	51.	62.	55.	59.	54.	60.	51.	56.	58.	53.
ALLOWING THE PUBLIC TO HAVE A SAY IN SETTING HEALTH AND SAFETY STANDARDS	260	52	61	64	83	21	34	32	33	43	9	88	56	64	140
	13.	16.	14.	11.	15.	8.	13.	17.	13.	15.	11.	15.	10.	15.	15.
SAFEGUARDING THE HEALTH OF WORKERS IN THE NUCLEAR INDUSTRY	572	94	156	181	141	67	68	45	92	98	20	182	141	131	300
	30.	29.	35.	30.	25.	25.	25.	24.	35.	34.	25.	32.	25.	31.	32.
SETTING REGULATIONS AND STANDARDS FOR THE SAFE OPERATIONS OF THE NUCLEAR INDUSTRY	595	76	140	192	187	118	81	66	74	72	25	159	214	125	256
	31.	24.	31.	32.	34.	45.	30.	36.	28.	25.	31.	28.	38.	29.	27.
HAVING EXPERTS ON HAND TO INVESTIGATE NUCLEAR INCIDENTS	316	49	77	93	97	39	42	30	36	54	18	96	84	63	168
	16.	15.	17.	15.	17.	15.	16.	16.	14.	19.	22.	17.	15.	15.	18.
CONSULTING THE PUBLIC BEFORE LICENSING LARGE NUCLEAR FACILITIES SUCH AS NUCLEAR POWER PLANTS	371	67	79	110	115	37	52	31	62	60	9	119	92	90	188
	19.	21.	18.	18.	21.	14.	19.	17.	23.	21.	11.	21.	17.	21.	20.
ENSURING THAT RADIOACTIVE MATERIALS EXPORTED BY CANADA ARE USED ONLY FOR PEACEFUL PURPOSES	443	61	106	133	143	63	61	47	60	63	13	135	128	103	211
	23.	19.	24.	22.	26.	24.	23.	25.	23.	22.	16.	24.	23.	24.	22.

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		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	1928	319	451	602	556	263	270	185	264	290	81	572	556	426	943
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #6															
PROTECTING THE PUBLIC FROM THE POSSIBLE HAZARDS OF NUCLEAR CONTAMINATION	786	133	190	238	225	114	121	79	111	121	31	208	243	182	360
	41.	42.	42.	40.	40.	43.	45.	43.	42.	42.	38.	36.	44.	43.	38.
INFORMING THE PUBLIC ABOUT NUCLEAR SAFETY AND PROTECTION ISSUES	414	68	89	131	126	53	54	38	48	73	22	126	111	82	221
	21.	21.	20.	22.	23.	20.	20.	21.	18.	25.	27.	22.	20.	19.	23.
CONTROLLING THE IMPORT OF RADIOACTIVE MATERIALS	357	58	102	105	92	38	48	24	42	55	19	130	88	64	204
	19.	18.	23.	17.	17.	14.	18.	13.	16.	19.	23.	23.	16.	15.	22.
SETTING TRAINING AND PERFORMANCE STANDARDS FOR WORKERS IN THE NUCLEAR INDUSTRY TO MINIMIZE HUMAN ERROR	523	78	124	172	149	83	72	54	78	80	23	132	164	123	235
	27.	24.	27.	29.	27.	32.	27.	29.	30.	28.	28.	23.	29.	29.	25.
NONE PICKED	166	47	39	58	22	12	17	11	20	27	6	72	31	29	105
	9.	15.	9.	10.	4.	5.	6.	6.	8.	9.	7.	13.	6.	7.	11.

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		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHNG	NEVER HEARD OF	FAVOR-ABLE	HALF & HALF	UNFAV-OUR-ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHNG	NEVER HEARD OF
PERCENTAGE BASE	1928	672	125	319	228	1256	574	450	189	764	185	340	239	1164
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #6														
SETTING REGULATIONS FOR HANDLING AND SHIFFING OF NUCLEAR MATERIALS	788	312	55	153	104	476	260	210	78	371	85	175	111	417
	41.	46.	44.	48.	46.	38.	45.	47.	41.	49.	46.	51.	46.	36.
EXAMINING APPLICATIONS AND ISSUING LICENCES FOR THOSE INVOLVED IN THE NUCLEAR INDUSTRY	296	106	30	51	25	190	99	71	27	128	44	51	33	168
	15.	16.	24.	16.	11.	15.	17.	16.	14.	17.	24.	15.	14.	14.
PERFORMING SAFETY INSPECTIONS AT NUCLEAR WORK SITES	745	268	47	135	86	477	243	184	72	314	79	149	86	431
	39.	40.	38.	42.	38.	38.	42.	41.	38.	41.	43.	44.	36.	37.
ENFORCING HEALTH, SAFETY, AND SECURITY REQUIREMENTS THAT IT IMPOSES ON THE NUCLEAR INDUSTRY IN ORDER TO PROTECT THE PUBLIC	882	298	57	138	103	584	285	221	84	367	89	159	119	515
	46.	44.	46.	43.	45.	46.	50.	49.	44.	48.	48.	47.	50.	44.
ANSWERING ENQUIRIES AND PROVIDING INFORMATION MATERIAL	138	54	9	28	17	84	37	35	21	51	13	27	11	87
	7.	8.	7.	9.	7.	7.	6.	8.	11.	7.	7.	8.	5.	7.
ENSURING THE SAFE STORAGE OF NUCLEAR WASTE	1056	391	75	190	126	665	363	260	111	440	103	203	134	616
	55.	58.	60.	60.	55.	53.	63.	58.	59.	58.	56.	60.	56.	53.
ALLOWING THE PUBLIC TO HAVE A SAY IN SETTING HEALTH AND SAFETY STANDARDS	260	78	12	40	26	182	61	67	40	77	14	38	25	183
	13.	12.	10.	13.	11.	14.	11.	15.	21.	10.	8.	11.	10.	16.
SAFEGUARDING THE HEALTH OF WORKERS IN THE NUCLEAR INDUSTRY	572	232	39	110	83	340	168	141	56	242	64	100	78	330
	30.	35.	31.	34.	36.	27.	29.	31.	30.	32.	35.	29.	33.	28.
SETTING REGULATIONS AND STANDARDS FOR THE SAFE OPERATIONS OF THE NUCLEAR INDUSTRY	595	249	47	122	80	346	214	164	50	295	78	141	76	300
	31.	37.	38.	38.	35.	28.	37.	36.	26.	39.	42.	41.	32.	26.
HAVING EXPERTS ON HAND TO INVESTIGATE NUCLEAR INCIDENTS	316	124	28	58	38	192	106	78	40	142	30	66	46	174
	16.	18.	22.	18.	17.	15.	18.	17.	21.	19.	16.	19.	19.	15.
CONSULTING THE PUBLIC BEFORE LICENSING LARGE NUCLEAR FACILITIES SUCH AS NUCLEAR POWER PLANTS	371	130	24	53	53	241	98	94	60	136	27	53	56	235
	19.	19.	19.	17.	23.	19.	17.	21.	32.	18.	15.	16.	23.	20.
ENSURING THAT RADIOACTIVE MATERIALS EXPORTED BY CANADA ARE USED ONLY FOR PEACEFUL PURPOSES	443	187	32	91	64	256	159	112	42	198	51	87	60	245
	23.	28.	26.	29.	28.	20.	28.	25.	22.	26.	28.	26.	25.	21.

6. HERE IS A LIST OF THINGS THAT A FEDERAL AGENCY RESPONSIBLE FOR REGULATION OF NUCLEAR MATERIALS MIGHT BE ENGAGED IN. WOULD YOU PLEASE TELL ME WHICH FOUR OR FIVE THINGS YOU THINK WOULD BE THE MOST IMPORTANT JOBS FOR AN AGENCY LIKE THIS ONE.

		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACT ICALY NOTHNG	NEVER HEARD OF	FAVOR -ABLE	HALF & HALF	UNFAV -OUR -ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACT ICALY NOTHNG	NEVER HEARD OF
PERCENTAGE BASE	1928	672	125	319	228	1256	574	450	189	764	185	340	239	1164
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #6														
PROTECTING THE PUBLIC FROM THE POSSIBLE HAZARDS OF NUCLEAR CONTAMINATION	786	269	40	136	93	517	268	173	77	306	71	146	89	480
	41.	40.	32.	43.	41.	41.	47.	38.	41.	40.	38.	43.	37.	41.
INFORMING THE PUBLIC ABOUT NUCLEAR SAFETY AND PROTECTION ISSUES	414	142	20	58	64	272	121	94	44	146	26	63	57	268
	21.	21.	16.	18.	28.	22.	21.	21.	23.	19.	14.	19.	24.	23.
CONTROLLING THE IMPORT OF RADIOACTIVE MATERIALS	357	142	31	65	46	215	115	83	42	153	37	61	55	204
	19.	21.	25.	20.	20.	17.	20.	18.	22.	20.	20.	18.	23.	18.
SETTING TRAINING AND PERFORMANCE STANDARDS FOR WORKERS IN THE NUCLEAR INDUSTRY TO MINIMIZE HUMAN ERROR	523	221	47	101	73	302	185	141	50	236	71	92	73	287
	27.	33.	38.	32.	32.	24.	32.	31.	26.	31.	38.	27.	31.	25.
NONE PICKED	166	21	5	6	10	145	7	9	5	27	5	9	13	139
	9.	3.	4.	2.	4.	12.	1.	2.	3.	4.	3.	3.	5.	12.

7. ARE THERE ANY ASPECTS OF CONTROLLING THE NUCLEAR INDUSTRY IN CANADA ON WHICH YOU FEEL THE ATOMIC ENERGY CONTROL BOARD SHOULD BE DOING A BETTER JOB THAN WHAT THEY ARE DOING NOW ?

		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	1928	950	978	239	514	337	224	270	337	762	514	288	360	1446	482
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #7															
PROVIDE MORE INFORMATION/ KEEP THE PUBLIC MORE INFORMED (NON SPECIFIC)	74	34	40	10	33	10	9	7	5	8	23	22	21	56	18
	4.	4.	4.	4.	6.	3.	4.	3.	1.	1.	4.	8.	6.	4.	4.
PROVIDE MORE INFORMATION ON THE SAFETY AND DANGERS OF NUCLEAR MATERIALS/ TALK ABOUT THE DANGERS OF NUCLEAR ENERGY	62	27	35	10	13	13	8	9	6	19	9	15	19	47	15
	3.	3.	4.	4.	3.	4.	4.	3.	2.	2.	2.	5.	5.	3.	3.
INFORM THE PUBLIC ABOUT WHERE NUCLEAR WASTE IS STORED	12	10	2	-	5	1	1	4	1	5	2	5	-	8	4
	1.	1.	*		1.	*	*	1.	*	1.	*	2.		1.	1.
PROVIDE MORE INFORMATION ABOUT THE AECB AND THEIR ACTIVITIES	54	27	27	10	17	7	9	9	2	16	15	11	12	53	1
	3.	3.	3.	4.	3.	2.	4.	3.	1.	2.	3.	4.	3.	4.	*
ENSURE THE SAFE STORAGE OF NUCLEAR WASTE/ BETTER METHODS OF STORING NUCLEAR WASTE	99	47	52	7	28	24	15	14	10	19	28	23	29	92	7
	5.	5.	5.	3.	5.	7.	7.	5.	3.	2.	5.	8.	8.	6.	1.
ENSURE SAFER DISPOSAL OF RADIOACTIVE MATERIALS	72	39	33	6	24	11	5	11	13	19	21	11	21	63	9
	4.	4.	3.	3.	5.	3.	2.	4.	4.	2.	4.	4.	6.	4.	2.
NEED TO FINE SAFER METHODS OF TRANSPORTATION OF NUCLEAR WASTE/ HANDLING AND SHIPPING OF NUCLEAR WASTE	47	24	23	2	13	11	7	9	5	13	16	8	10	42	5
	2.	3.	2.	1.	3.	3.	3.	3.	1.	2.	3.	3.	3.	3.	1.
ENSURE THAT THE EXPORT OF NUCLEAR POWER IS USED FOR PEACEFUL PURPOSES/ ENSURE THAT EXPORT IS, AS A POWER SUPPLY AND NOT FOR BOMBS	30	23	7	2	5	9	5	3	6	9	2	6	13	23	7
	2.	2.	1.	1.	1.	3.	2.	1.	2.	1.	*	2.	4.	2.	1.
ENSURE THE SAFETY OF THE COMMUNITY, WORKERS AND PROTECTION OF THE PUBLIC	114	53	61	7	38	17	16	22	14	39	25	14	36	71	43
	6.	6.	6.	3.	7.	5.	7.	8.	4.	5.	5.	5.	10.	5.	9.
FIND LOCATIONS FOR NUCLEAR PLANTS AND NUCLEAR WASTES WHERE IT IS NOT HAZARDOUS TO THE PUBLIC	32	17	15	3	8	7	4	4	6	13	9	4	6	32	-
	2.	2.	2.	1.	2.	2.	2.	1.	2.	2.	2.	1.	2.	2.	
ABOLISH ALL NUCLEAR ENERGY IN CANADA/ GET RID OF ALL NUCLEAR MATERIALS	58	33	25	6	10	11	4	11	16	29	14	4	11	34	24
	3.	3.	3.	3.	2.	3.	2.	4.	5.	4.	3.	1.	3.	2.	5.

TABLE 6

7. ARE THERE ANY ASPECTS OF CONTROLLING THE NUCLEAR INDUSTRY IN CANADA ON WHICH YOU FEEL THE ATOMIC ENERGY CONTROL BOARD SHOULD BE DOING A BETTER JOB THAN WHAT THEY ARE DOING NOW ?

		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	1928 100.	950 100.	978 100.	239 100.	514 100.	337 100.	224 100.	270 100.	337 100.	762 100.	514 100.	288 100.	360 100.	1446 100.	482 100.
QUESTION #7															
MORE CONTROL OF ON SITE SAFETY INSPECTIONS/ ADEQUATELY INSPECT NUCLEAR PLANTS	36 2.	14 1.	22 2.	2 1.	17 3.	5 1.	3 1.	5 2.	4 1.	14 2.	8 2.	6 2.	8 2.	26 2.	10 2.
ENFORCE REGULATIONS MORE/ NUCLEAR ENERGY SHOULD BE TIGHTLY CONTROLLED	51 3.	29 3.	22 2.	6 3.	14 3.	5 1.	6 3.	9 3.	11 3.	22 3.	11 2.	11 4.	7 2.	35 2.	16 3.
MORE CONSULTATION WITH PUBLIC/ LISTEN TO WHAT CANADIANS THINK	16 1.	7 1.	9 1.	3 1.	7 1.	2 1.	2 1.	1 *	1 *	2 *	3 1.	5 2.	6 2.	12 1.	4 1.
OTHER	26 1.	24 3.	2 *	1 *	9 2.	5 1.	2 1.	6 2.	3 1.	9 1.	7 1.	3 1.	7 2.	18 1.	8 2.
CAN'T THINK OF ANYTHING MORE THEY SHOULD BE DOING	1186 62.	565 59.	621 63.	161 67.	294 57.	217 64.	134 60.	155 57.	222 66.	506 66.	335 65.	149 52.	192 53.	907 63.	279 58.
DON'T KNOW/NOT STATED	137 7.	70 7.	67 7.	15 6.	40 8.	15 4.	15 7.	21 8.	29 9.	68 9.	30 6.	20 7.	19 5.	80 6.	57 12.

TABLE 6

7. ARE THERE ANY ASPECTS OF CONTROLLING THE NUCLEAR INDUSTRY IN CANADA ON WHICH YOU FEEL THE ATOMIC ENERGY CONTROL BOARD SHOULD BE DOING A BETTER JOB THAN WHAT THEY ARE DOING NOW ?

		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN -TIC	QUE- BEC	ONT- ARIO	PRAIR -IES	B.C.	NEW BRUNS -WICK	SASK- ATCH -WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	1928	161	510	676	348	233	106	109	323	292	456	330	195
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #7													
PROVIDE MORE INFORMATION/ KEEP THE PUBLIC MORE INFORMED (NON SPECIFIC)	74	2	19	26	12	15	2	4	9	10	16	19	11
	4.	1.	4.	4.	3.	6.	2.	4.	3.	3.	4.	6.	6.
PROVIDE MORE INFORMATION ON THE SAFETY AND DANGERS OF NUCLEAR MATERIALS/ TALK ABOUT THE DANGERS OF NUCLEAR ENERGY	62	3	15	24	13	7	5	4	7	13	20	10	6
	3.	2.	3.	4.	4.	3.	5.	4.	2.	4.	4.	3.	3.
INFORM THE PUBLIC ABOUT WHERE NUCLEAR WASTE IS STORED	12	-	5	1	4	2	-	2	1	1	1	8	-
	1.		1.	*	1.	1.		2.	*	*	*	2.	
PROVIDE MORE INFORMATION ABOUT THE AECB AND THEIR ACTIVITIES	54	1	2	30	11	10	1	2	8	6	15	10	7
	3.	1.	*	4.	3.	4.	1.	2.	2.	2.	3.	3.	4.
ENSURE THE SAFE STORAGE OF NUCLEAR WASTE/ BETTER METHODS OF STORING NUCLEAR WASTE	99	6	12	39	25	17	6	9	11	8	19	28	18
	5.	4.	2.	6.	7.	7.	6.	8.	3.	3.	4.	8.	9.
ENSURE SAFER DISPOSAL OF RADIOACTIVE MATERIALS	72	5	10	23	29	5	8	1	10	10	18	11	11
	4.	3.	2.	3.	8.	2.	8.	1.	3.	3.	4.	3.	6.
NEED TO FINE SAFER METHODS OF TRANSPORTATION OF NUCLEAR WASTE/ HANDLING AND SHIPPING OF NUCLEAR WASTE	47	2	6	22	9	8	1	3	7	5	9	9	10
	2.	1.	1.	3.	3.	3.	1.	3.	2.	2.	2.	3.	5.
ENSURE THAT THE EXPORT OF NUCLEAR POWER IS USED FOR PEACEFUL PURPOSES/ ENSURE THAT EXPORT IS, AS A POWER SUPPLY AND NOT FOR BOMBS	30	-	9	6	7	8	-	-	3	5	9	5	7
	2.		2.	1.	2.	3.			1.	2.	2.	2.	4.
ENSURE THE SAFETY OF THE COMMUNITY, WORKERS AND PROTECTION OF THE PUBLIC	114	12	44	38	13	7	20	2	24	17	33	13	7
	6.	7.	9.	6.	4.	3.	19.	2.	7.	6.	7.	4.	4.
FIND LOCATIONS FOR NUCLEAR PLANTS AND NUCLEAR WASTES WHERE IT IS NOT HAZARDOUS TO THE PUBLIC	32	2	-	14	8	8	4	1	7	4	7	7	5
	2.	1.		2.	2.	3.	4.	1.	2.	1.	2.	2.	3.
ABOLISH ALL NUCLEAR ENERGY IN CANADA/ GET RID OF ALL NUCLEAR MATERIALS	58	4	26	15	6	7	5	1	9	12	19	4	2
	3.	2.	5.	2.	2.	3.	5.	1.	3.	4.	4.	1.	1.

7. ARE THERE ANY ASPECTS OF CONTROLLING THE NUCLEAR INDUSTRY IN CANADA ON WHICH YOU FEEL THE ATOMIC ENERGY CONTROL BOARD SHOULD BE DOING A BETTER JOB THAN WHAT THEY ARE DOING NOW ?

		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN -TIC	QUE- BEC	ONT- ARIO	PRAIR -IES	B.C.	NEW BRUNS -WICK	SASK- ATCH -WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	1928 100.	161 100.	510 100.	676 100.	348 100.	233 100.	106 100.	109 100.	323 100.	292 100.	456 100.	330 100.	195 100.
QUESTION #7													
MORE CONTROL OF ON SITE SAFETY INSPECTIONS/ ADEQUATELY INSPECT NUCLEAR PLANTS	36 2.	5 3.	9 2.	16 2.	2 1.	4 2.	4 4.	1 1.	11 3.	4 1.	10 2.	5 2.	2 1.
ENFORCE REGULATIONS MORE/ NUCLEAR ENERGY SHOULD BE TIGHTLY CONTROLLED	51 3.	3 2.	17 3.	19 3.	3 1.	9 4.	4 4.	3 3.	10 3.	11 4.	9 2.	7 2.	8 4.
MORE CONSULTATION WITH PUBLIC/ LISTEN TO WHAT CANADIANS THINK	16 1.	2 1.	4 1.	8 1.	1 *	1 *	-	-	-	1 *	7 2.	2 1.	4 2.
OTHER	26 1.	5 3.	9 2.	8 1.	3 1.	1 *	1 1.	1 1.	5 2.	3 1.	9 2.	2 1.	1 1.
CAN'T THINK OF ANYTHING MORE THEY SHOULD BE DOING	1186 62.	114 71.	293 57.	404 60.	234 67.	141 61.	52 49.	86 79.	212 66.	175 60.	266 58.	208 63.	106 54.
DON'T KNOW/NOT STATED	137 7.	7 4.	62 12.	48 7.	10 3.	10 4.	4 4.	1 1.	20 6.	29 10.	32 7.	22 7.	13 7.

TABLE 6

7. ARE THERE ANY ASPECTS OF CONTROLLING THE NUCLEAR INDUSTRY IN CANADA ON WHICH YOU FEEL THE ATOMIC ENERGY CONTROL BOARD SHOULD BE DOING A BETTER JOB THAN WHAT THEY ARE DOING NOW ?

		COMMUNITY SIZE				RESPONDENT'S OCCUPATION								
PERCENTAGE BASE	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
	1928	319	451	602	556	263	270	185	264	290	81	572	556	426	943
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #7															
PROVIDE MORE INFORMATION/ KEEP THE PUBLIC MORE INFORMED (NON SPECIFIC)	74	7	16	24	27	18	15	3	11	9	4	14	35	12	27
	4.	2.	4.	4.	5.	7.	6.	2.	4.	3.	5.	2.	6.	3.	3.
PROVIDE MORE INFORMATION ON THE SAFETY AND DANGERS OF NUCLEAR MATERIALS/ TALK ABOUT THE DANGERS OF NUCLEAR ENERGY	62	5	14	21	22	11	9	7	8	10	5	12	23	12	27
	3.	2.	3.	3.	4.	4.	3.	4.	3.	3.	6.	2.	4.	3.	3.
INFORM THE PUBLIC ABOUT WHERE NUCLEAR WASTE IS STORED	12	1	2	4	5	2	-	2	4	1	-	3	3	5	4
	1.	*	*	1.	1.	1.		1.	2.	*		1.	1.	1.	*
PROVIDE MORE INFORMATION ABOUT THE AECB AND THEIR ACTIVITIES	54	4	6	17	27	8	9	5	15	7	3	7	18	19	17
	3.	1.	1.	3.	5.	3.	3.	3.	6.	2.	4.	1.	3.	4.	2.
ENSURE THE SAFE STORAGE OF NUCLEAR WASTE/ BETTER METHODS OF STORING NUCLEAR WASTE	99	13	26	32	28	25	16	8	12	14	4	20	44	17	38
	5.	4.	6.	5.	5.	10.	6.	4.	5.	5.	5.	3.	8.	4.	4.
ENSURE SAFER DISPOSAL OF RADIOACTIVE MATERIALS	72	13	15	30	14	13	9	5	13	8	1	23	22	18	32
	4.	4.	3.	5.	3.	5.	3.	3.	5.	3.	1.	4.	4.	4.	3.
NEED TO FIND SAFER METHODS OF TRANSPORTATION OF NUCLEAR WASTE/ HANDLING AND SHIPPING OF NUCLEAR WASTE	47	6	9	12	20	10	8	8	5	5	1	10	20	11	16
	2.	2.	2.	2.	4.	4.	3.	4.	2.	2.	1.	2.	4.	3.	2.
ENSURE THAT THE EXPORT OF NUCLEAR POWER IS USED FOR PEACEFUL PURPOSES/ ENSURE THAT EXPORT IS, AS A POWER SUPPLY AND NOT FOR BOMBS	30	2	3	10	15	10	1	1	5	3	1	9	12	5	13
	2.	1.	1.	2.	3.	4.	*	1.	2.	1.	1.	2.	2.	1.	1.
ENSURE THE SAFETY OF THE COMMUNITY, WORKERS AND PROTECTION OF THE PUBLIC	114	24	26	29	35	22	15	11	12	17	4	33	38	22	54
	6.	8.	6.	5.	6.	8.	6.	6.	5.	6.	5.	6.	7.	5.	6.
FIND LOCATIONS FOR NUCLEAR PLANTS AND NUCLEAR WASTES WHERE IT IS NOT HAZARDOUS TO THE PUBLIC	32	6	10	11	5	7	1	7	6	3	-	8	9	12	11
	2.	2.	2.	2.	1.	3.	*	4.	2.	1.		1.	2.	3.	1.
ABOLISH ALL NUCLEAR ENERGY IN CANADA/ GET RID OF ALL NUCLEAR MATERIALS	58	10	21	7	20	6	6	7	6	8	1	24	12	13	33
	3.	3.	5.	1.	4.	2.	2.	4.	2.	3.	1.	4.	2.	3.	3.

TABLE 6

7. ARE THERE ANY ASPECTS OF CONTROLLING THE NUCLEAR INDUSTRY IN CANADA ON WHICH YOU FEEL THE ATOMIC ENERGY CONTROL BOARD SHOULD BE DOING A BETTER JOB THAN WHAT THEY ARE DOING NOW ?

		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	1928	319	451	602	556	263	270	185	264	290	81	572	556	426	943
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #7															
MORE CONTROL OF ON SITE SAFETY INSPECTIONS/ ADEQUATELY INSPECT NUCLEAR PLANTS	36	6	7	13	10	5	3	3	3	8	1	13	8	6	22
	2.	2.	2.	2.	2.	2.	1.	2.	1.	3.	1.	2.	1.	1.	2.
ENFORCE REGULATIONS MORE/ NUCLEAR ENERGY SHOULD BE TIGHTLY CONTROLLED	51	11	12	13	15	8	4	5	5	3	2	24	13	9	29
	3.	3.	3.	2.	3.	3.	1.	3.	2.	1.	2.	4.	2.	2.	3.
MORE CONSULTATION WITH PUBLIC/ LISTEN TO WHAT CANADIANS THINK	16	4	2	6	4	4	3	3	2	1	1	2	7	5	4
	1.	1.	*	1.	1.	2.	1.	2.	1.	*	1.	*	1.	1.	*
OTHER	26	6	4	10	6	5	2	1	6	1	1	9	8	6	11
	1.	2.	1.	2.	1.	2.	1.	1.	2.	*	1.	2.	1.	1.	1.
CAN'T THINK OF ANYTHING MORE THEY SHOULD BE DOING	1186	212	290	383	301	140	173	115	159	191	52	355	323	264	598
	62.	66.	64.	64.	54.	53.	64.	62.	60.	66.	64.	62.	58.	62.	63.
DON'T KNOW/NOT STATED	137	21	24	38	54	14	19	13	17	20	5	48	33	30	73
	7.	7.	5.	6.	10.	5.	7.	7.	6.	7.	6.	8.	6.	7.	8.

TABLE 6

7. ARE THERE ANY ASPECTS OF CONTROLLING THE NUCLEAR INDUSTRY IN CANADA ON WHICH YOU FEEL THE ATOMIC ENERGY CONTROL BOARD SHOULD BE DOING A BETTER JOB THAN WHAT THEY ARE DOING NOW ?

		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHNG	NEVER HEARD OF	FAVOR-ABLE	HALF & HALF	UNFAV-OUR-ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHNG	NEVER HEARD OF
PERCENTAGE BASE	1928	672	125	319	228	1256	574	450	189	764	185	340	239	1164
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #7														
PROVIDE MORE INFORMATION/ KEEP THE PUBLIC MORE INFORMED (NON SPECIFIC)	74	27	3	14	10	47	30	19	3	32	4	18	10	42
	4.	4.	2.	4.	4.	4.	5.	4.	2.	4.	2.	5.	4.	4.
PROVIDE MORE INFORMATION ON THE SAFETY AND DANGERS OF NUCLEAR MATERIALS/ TALK ABOUT THE DANGERS OF NUCLEAR ENERGY	62	38	6	19	13	24	21	24	5	29	11	10	8	33
	3.	6.	5.	6.	6.	2.	4.	5.	3.	4.	6.	3.	3.	3.
INFORM THE PUBLIC ABOUT WHERE NUCLEAR WASTE IS STORED	12	10	2	4	4	2	6	5	1	7	2	3	2	5
	1.	1.	2.	1.	2.	*	1.	1.	1.	1.	1.	1.	1.	*
PROVIDE MORE INFORMATION ABOUT THE AECB AND THEIR ACTIVITIES	54	26	4	13	9	28	11	19	10	29	7	10	12	25
	3.	4.	3.	4.	4.	2.	2.	4.	5.	4.	4.	3.	5.	2.
ENSURE THE SAFE STORAGE OF NUCLEAR WASTE/ BETTER METHODS OF STORING NUCLEAR WASTE	99	48	9	25	14	51	31	32	15	58	18	23	17	41
	5.	7.	7.	8.	6.	4.	5.	7.	8.	8.	10.	7.	7.	4.
ENSURE SAFER DISPOSAL OF RADIOACTIVE MATERIALS	72	33	8	20	5	39	20	28	11	43	13	23	7	29
	4.	5.	6.	6.	2.	3.	3.	6.	6.	6.	7.	7.	3.	2.
NEED TO FIND SAFER METHODS OF TRANSPORTATION OF NUCLEAR WASTE/ HANDLING AND SHIPPING OF NUCLEAR WASTE	47	23	6	11	6	24	11	16	9	22	9	9	4	25
	2.	3.	5.	3.	3.	2.	2.	4.	5.	3.	5.	3.	2.	2.
ENSURE THAT THE EXPORT OF NUCLEAR POWER IS USED FOR PEACEFUL PURPOSES/ ENSURE THAT EXPORT IS, AS A POWER SUPPLY AND NOT FOR BOMBS	30	14	3	8	3	16	18	4	6	19	8	5	6	11
	2.	2.	2.	3.	1.	1.	3.	1.	3.	2.	4.	1.	3.	1.
ENSURE THE SAFETY OF THE COMMUNITY, WORKERS AND PROTECTION OF THE PUBLIC	114	49	16	14	19	65	41	27	20	55	21	17	17	59
	6.	7.	13.	4.	8.	5.	7.	6.	11.	7.	11.	5.	7.	5.
FIND LOCATIONS FOR NUCLEAR PLANTS AND NUCLEAR WASTES WHERE IT IS NOT HAZARDOUS TO THE PUBLIC	32	13	4	8	1	19	11	10	2	14	4	7	3	18
	2.	2.	3.	3.	*	2.	2.	2.	1.	2.	2.	2.	1.	2.
ABOLISH ALL NUCLEAR ENERGY IN CANADA/ GET RID OF ALL NUCLEAR MATERIALS	58	24	5	10	9	34	13	11	21	27	2	14	11	31
	3.	4.	4.	3.	4.	3.	2.	2.	11.	4.	1.	4.	5.	3.

7. ARE THERE ANY ASPECTS OF CONTROLLING THE NUCLEAR INDUSTRY IN CANADA ON WHICH YOU FEEL THE ATOMIC ENERGY CONTROL BOARD SHOULD BE DOING A BETTER JOB THAN WHAT THEY ARE DOING NOW ?

		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHNG	NEVER HEARD OF	FAVOR-ABLE	HALF & HALF	UNFAV-OUR-ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHNG	NEVER HEARD OF
PERCENTAGE BASE	1928	672	125	319	228	1256	574	450	189	764	185	340	239	1164
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #7														
MORE CONTROL OF ON SITE SAFETY INSPECTIONS/ ADEQUATELY INSPECT NUCLEAR PLANTS	36	15	1	9	5	21	8	8	9	19	5	12	2	17
	2.	2.	1.	3.	2.	2.	1.	2.	5.	2.	3.	4.	1.	1.
ENFORCE REGULATIONS MORE/ NUCLEAR ENERGY SHOULD BE TIGHTLY CONTROLLED	51	28	3	11	14	23	15	15	11	25	6	11	8	26
	3.	4.	2.	3.	6.	2.	3.	3.	6.	3.	3.	3.	3.	2.
MORE CONSULTATION WITH PUBLIC/ LISTEN TO WHAT CANADIANS THINK	16	7	3	3	1	9	5	4	4	8	3	3	2	8
	1.	1.	2.	1.	*	1.	1.	1.	2.	1.	2.	1.	1.	1.
OTHER	26	13	3	6	4	13	12	4	5	14	5	5	4	12
	1.	2.	2.	2.	2.	1.	2.	1.	3.	2.	3.	1.	2.	1.
CAN'T THINK OF ANYTHING MORE THEY SHOULD BE DOING	1186	359	62	175	122	827	336	261	78	412	93	191	128	774
	62.	53.	50.	55.	54.	66.	59.	58.	41.	54.	50.	56.	54.	66.
DON'T KNOW/NOT STATED	137	26	4	12	10	111	34	23	10	46	8	22	16	91
	7.	4.	3.	4.	4.	9.	6.	5.	5.	6.	4.	6.	7.	8.

8. HERE IS A LIST OF THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT MIGHT BE SAID ABOUT THE FEDERAL NUCLEAR REGULATORY AGENCY KNOWN AS THE ATOMIC ENERGY CONTROL BOARD. WOULD YOU PLEASE TELL ME WHICH STATEMENTS YOU THINK FIT TO YOUR IDEAS OR IMPRESSIONS OF THE ATOMIC ENERGY BOARD...

		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	1928	950	978	239	514	337	224	270	337	762	514	288	360	1446	482
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #8															
ACTS IN THE BEST INTERESTS OF ALL CANADIANS	457	258	199	57	100	88	69	62	80	175	124	75	82	347	110
	24.	27.	20.	24.	19.	26.	31.	23.	24.	23.	24.	26.	23.	24.	23.
HAS THE EXPERTISE TO DEAL WITH A VERY COMPLEX TECHNOLOGY	342	193	149	47	79	71	42	53	49	96	92	66	88	272	70
	18.	20.	15.	20.	15.	21.	19.	20.	15.	13.	18.	23.	24.	19.	15.
JUST A "FRONT" ORGANIZATION WITHOUT REAL POWER	149	88	61	8	53	19	28	20	21	59	37	22	31	100	49
	8.	9.	6.	3.	10.	6.	13.	7.	6.	8.	7.	8.	9.	7.	10.
SETS HIGH STANDARDS FOR PUBLIC SAFETY	430	247	183	45	95	74	58	74	82	158	120	68	83	339	91
	22.	26.	19.	19.	18.	22.	26.	27.	24.	21.	23.	24.	23.	23.	19.
PROVIDES RELIABLE INFORMATION	198	114	84	26	45	44	20	28	35	81	47	31	39	153	45
	10.	12.	9.	11.	9.	13.	9.	10.	10.	11.	9.	11.	11.	11.	9.
IN BED WITH THE INDUSTRY IT IS SUPPOSED TO REGULATE	155	83	72	11	42	27	18	24	33	64	31	20	40	107	48
	8.	9.	7.	5.	8.	8.	8.	9.	10.	8.	6.	7.	11.	7.	10.
EMPLOYS HIGHLY SKILLED SCIENTISTS AND ENGINEERS	570	300	270	66	133	110	72	93	95	193	152	96	129	466	104
	30.	32.	28.	28.	26.	33.	32.	34.	28.	25.	30.	33.	36.	32.	22.
IS RECEPTIVE TO THE PUBLIC'S COMMENTS AND SUGGESTIONS	162	84	78	18	36	36	14	32	25	63	40	26	33	118	44
	8.	9.	8.	8.	7.	11.	6.	12.	7.	8.	8.	9.	9.	8.	9.
HIDES THE FACTS ABOUT NUCLEAR DANGERS	480	219	261	53	124	77	56	81	88	222	113	74	71	327	153
	25.	23.	27.	22.	24.	23.	25.	30.	26.	29.	22.	26.	20.	23.	32.
TAKES IT'S RESPONSIBILITY FOR REGULATING THE NUCLEAR INDUSTRY SERIOUSLY	400	228	172	48	110	74	48	58	61	121	121	67	90	332	68
	21.	24.	18.	20.	21.	22.	21.	21.	18.	16.	24.	23.	25.	23.	14.
HELPS TO REDUCE THE RISK OF A NUCLEAR ACCIDENT	537	304	233	65	134	103	65	81	89	182	159	91	105	427	110
	28.	32.	24.	27.	26.	31.	29.	30.	26.	24.	31.	32.	29.	30.	23.
UNDERSTANDS PEOPLE'S CONCERNS	228	108	120	21	47	35	41	34	30	111	58	27	32	172	56
	12.	11.	12.	9.	9.	10.	18.	13.	15.	15.	11.	9.	9.	12.	12.
NOT INDEPENDENT ENOUGH	159	91	68	15	57	28	26	19	14	48	35	31	45	114	45
	8.	10.	7.	6.	11.	8.	12.	7.	4.	6.	7.	11.	13.	8.	9.

8. HERE IS A LIST OF THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT MIGHT BE SAID ABOUT THE FEDERAL NUCLEAR REGULATORY AGENCY KNOWN AS THE ATOMIC ENERGY CONTROL BOARD. WOULD YOU PLEASE TELL ME WHICH STATEMENTS YOU THINK FIT TO YOUR IDEAS OR IMPRESSIONS OF THE ATOMIC ENERGY BOARD...

		SEX		AGE						EDUCATION				LANGUAGE	
	TOTAL	MALE	FE-MALE	18-24 YEARS	25-34 YEARS	35-44 YEARS	45-54 YEARS	55-64 YEARS	65YRS &OVER	LESS THAN HIGH	COMP. HIGH	SOME COLL/ UNIV.	GRAD. COLL/ UNIV.	ENG-LISH	FRNCH
PERCENTAGE BASE	1928	950	978	239	514	337	224	270	337	762	514	288	360	1446	482
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #8															
PERFORMS AN IMPORTANT AND WORTHWHILE TASK	344	196	148	47	92	73	43	44	45	94	89	70	90	280	64
	18.	21.	15.	20.	18.	22.	19.	16.	13.	12.	17.	24.	25.	19.	13.
YOU CAN BELIEVE WHAT IT SAYS	95	60	35	15	15	22	14	15	14	38	19	16	22	57	38
	5.	6.	4.	6.	3.	7.	6.	6.	4.	5.	4.	6.	6.	4.	8.
FAILS TO KEEP UP-TO-DATE WITH DEVELOPMENTS IN THE INDUSTRY	157	78	79	22	39	31	10	23	32	74	34	24	25	113	44
	8.	8.	8.	9.	8.	9.	4.	9.	9.	10.	7.	8.	7.	8.	9.
HAS A GOOD REPUTATION NATIONALLY AND INTERNATIONALLY	254	170	84	21	56	51	28	50	48	80	75	46	52	194	60
	13.	18.	9.	9.	11.	15.	13.	19.	14.	10.	15.	16.	14.	13.	12.
NOT TOUGH ENOUGH IN REGULATING THE NUCLEAR INDUSTRY	413	209	204	38	99	64	44	72	95	177	107	59	70	300	113
	21.	22.	21.	16.	19.	19.	20.	27.	28.	23.	21.	20.	19.	21.	23.
MAKES IT TOO EASY TO GET A LICENCE	171	82	89	14	38	16	20	33	49	99	32	23	17	95	76
	9.	9.	9.	6.	7.	5.	9.	12.	15.	13.	6.	8.	5.	7.	16.
NEVER HEAR MUCH ABOUT IT	972	440	532	131	309	169	97	136	126	338	267	166	200	702	270
	50.	46.	54.	55.	60.	50.	43.	50.	37.	44.	52.	58.	56.	49.	56.
MAKES A LOT OF EFFORT TO PROTECT THE ENVIRONMENT	249	145	104	35	51	39	31	33	59	96	67	42	44	202	47
	13.	15.	11.	15.	10.	12.	14.	12.	18.	13.	13.	15.	12.	14.	10.
WELL MANAGED	112	77	35	21	22	21	11	15	22	40	33	18	21	91	21
	6.	8.	4.	9.	4.	6.	5.	6.	7.	5.	6.	6.	6.	6.	4.
NONE PICKED/DON'T KNOW/NOT STATED	311	135	176	43	74	48	31	37	78	166	73	32	38	219	92
	16.	14.	18.	18.	14.	14.	14.	14.	23.	22.	14.	11.	11.	15.	19.

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		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN -TIC	QUE- BEC	ONT- ARIO	PRAIR -IES	B.C.	NEW BRUNS -WICK	SASK- ATCH -WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	1928	161	510	676	348	233	106	109	323	292	456	330	195
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #8													
ACTS IN THE BEST INTERESTS OF ALL CANADIANS	457	47	109	171	91	39	48	36	70	65	97	93	53
	24.	29.	21.	25.	26.	17.	45.	33.	22.	22.	21.	28.	27.
HAS THE EXPERTISE TO DEAL WITH A VERY COMPLEX TECHNOLOGY	342	16	74	141	68	43	20	16	39	52	77	73	46
	18.	10.	15.	21.	20.	18.	19.	15.	12.	18.	17.	22.	24.
JUST A "FRONT" ORGANIZATION WITHOUT REAL POWER	149	5	54	47	21	22	6	10	18	28	42	26	13
	8.	3.	11.	7.	6.	9.	6.	9.	6.	10.	9.	8.	7.
SETS HIGH STANDARDS FOR PUBLIC SAFETY	430	33	92	167	94	44	41	23	66	56	101	87	44
	22.	20.	18.	25.	27.	19.	39.	21.	20.	19.	22.	26.	23.
PROVIDES RELIABLE INFORMATION	198	18	46	71	41	22	19	16	26	24	39	43	24
	10.	11.	9.	11.	12.	9.	18.	15.	8.	8.	9.	13.	12.
IN BED WITH THE INDUSTRY IT IS SUPPOSED TO REGULATE	155	4	55	47	29	20	5	14	21	27	41	33	13
	8.	2.	11.	7.	8.	9.	5.	13.	7.	9.	9.	10.	7.
EMPLOYS HIGHLY SKILLED SCIENTISTS AND ENGINEERS	570	43	109	229	123	66	49	35	81	79	130	121	70
	30.	27.	21.	34.	35.	28.	46.	32.	25.	27.	29.	37.	36.
IS RECEPTIVE TO THE PUBLIC'S COMMENTS AND SUGGESTIONS	162	19	44	51	33	15	20	10	24	23	36	35	14
	8.	12.	9.	8.	9.	6.	19.	9.	7.	8.	8.	11.	7.
HIDES THE FACTS ABOUT NUCLEAR DANGERS	480	36	154	160	76	54	36	30	83	78	135	81	31
	25.	22.	30.	24.	22.	23.	34.	28.	26.	27.	30.	25.	16.
TAKES IT'S RESPONSIBILITY FOR REGULATING THE NUCLEAR INDUSTRY SERIOUSLY	400	25	74	151	93	57	36	31	47	63	73	99	53
	21.	16.	15.	22.	27.	24.	34.	28.	15.	22.	16.	30.	27.
HELPS TO REDUCE THE RISK OF A NUCLEAR ACCIDENT	537	40	119	208	118	52	37	36	74	81	126	107	70
	28.	25.	23.	31.	34.	22.	35.	33.	23.	28.	28.	32.	36.
UNDERSTANDS PEOPLE'S CONCERNS	228	21	59	86	46	16	30	15	38	34	53	36	24
	12.	13.	12.	13.	13.	7.	28.	14.	12.	12.	12.	11.	12.
NOT INDEPENDENT ENOUGH	159	6	52	59	24	18	6	8	23	26	39	37	16
	8.	4.	10.	9.	7.	8.	6.	7.	7.	9.	9.	11.	8.

8. HERE IS A LIST OF THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT MIGHT BE SAID ABOUT THE FEDERAL NUCLEAR REGULATORY AGENCY KNOWN AS THE ATOMIC ENERGY CONTROL BOARD. WOULD YOU PLEASE TELL ME WHICH STATEMENTS YOU THINK FIT TO YOUR IDEAS OR IMPRESSIONS OF THE ATOMIC ENERGY BOARD...

		REGION							HOUSEHOLD INCOME				
	TOTAL	ATLAN -TIC	QUE- BEC	ONT- ARIO	PRAIR -IES	B.C.	NEW BRUNS -WICK	SASK- ATCH -WAN	UNDER $15M	$15M TO $24.9	$25M TO $39.9	$40M TO $59.9	$60M &OVER
PERCENTAGE BASE	1928 100.	161 100.	510 100.	676 100.	348 100.	233 100.	106 100.	109 100.	323 100.	292 100.	456 100.	330 100.	195 100.
QUESTION #8													
PERFORMS AN IMPORTANT AND WORTHWHILE TASK	344 18.	26 16.	64 13.	135 20.	83 24.	36 15.	21 20.	28 26.	41 13.	44 15.	77 17.	67 20.	64 33.
YOU CAN BELIEVE WHAT IT SAYS	95 5.	6 4.	36 7.	30 4.	17 5.	6 3.	9 8.	11 10.	17 5.	15 5.	19 4.	22 7.	9 5.
FAILS TO KEEP UP-TO-DATE WITH DEVELOPMENTS IN THE INDUSTRY	157 8.	16 10.	46 9.	59 9.	19 5.	17 7.	17 16.	8 7.	37 11.	21 7.	46 10.	22 7.	7 4.
HAS A GOOD REPUTATION NATIONALLY AND INTERNATIONALLY	254 13.	12 7.	62 12.	95 14.	54 16.	31 13.	10 9.	14 13.	37 11.	43 15.	54 12.	51 15.	36 18.
NOT TOUGH ENOUGH IN REGULATING THE NUCLEAR INDUSTRY	413 21.	40 25.	115 23.	132 20.	75 22.	51 22.	30 28.	28 26.	70 22.	68 23.	110 24.	72 22.	30 15.
MAKES IT TOO EASY TO GET A LICENCE	171 9.	17 11.	77 15.	41 6.	19 5.	17 7.	21 20.	9 8.	33 10.	33 11.	55 12.	20 6.	8 4.
NEVER HEAR MUCH ABOUT IT	972 50.	56 35.	290 57.	307 45.	178 51.	141 61.	54 51.	56 51.	147 46.	130 45.	254 56.	186 56.	108 55.
MAKES A LOT OF EFFORT TO PROTECT THE ENVIRONMENT	249 13.	15 9.	52 10.	104 15.	56 16.	22 9.	17 16.	21 19.	41 13.	40 14.	46 10.	55 17.	27 14.
WELL MANAGED	112 6.	10 6.	23 5.	49 7.	22 6.	8 3.	16 15.	8 7.	12 4.	26 9.	23 5.	22 7.	11 6.
NONE PICKED/DON'T KNOW/NOT STATED	311 16.	48 30.	93 18.	92 14.	54 16.	24 10.	12 11.	8 7.	79 24.	49 17.	56 12.	39 12.	15 8.

TABLE 7

8. HERE IS A LIST OF THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT MIGHT BE SAID ABOUT THE FEDERAL NUCLEAR REGULATORY AGENCY KNOWN AS THE ATOMIC ENERGY CONTROL BOARD. WOULD YOU PLEASE TELL ME WHICH STATEMENTS YOU THINK FIT TO YOUR IDEAS OR IMPRESSIONS OF THE ATOMIC ENERGY BOARD...

		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	1928 100.	319 100.	451 100.	602 100.	556 100.	263 100.	270 100.	185 100.	264 100.	290 100.	81 100.	572 100.	556 100.	426 100.	943 100.
QUESTION #8															
ACTS IN THE BEST INTERESTS OF ALL CANADIANS	457 24.	71 22.	103 23.	158 26.	125 22.	63 24.	60 22.	56 30.	62 23.	54 19.	21 26.	141 25.	128 23.	113 27.	216 23.
HAS THE EXPERTISE TO DEAL WITH A VERY COMPLEX TECHNOLOGY	342 18.	41 13.	76 17.	122 20.	103 19.	73 28.	45 17.	37 20.	37 14.	38 13.	22 27.	90 16.	122 22.	70 16.	150 16.
JUST A "FRONT" ORGANIZATION WITHOUT REAL POWER	149 8.	24 8.	27 6.	40 7.	58 10.	22 8.	22 8.	15 8.	26 10.	19 7.	6 7.	38 7.	47 8.	38 9.	63 7.
SETS HIGH STANDARDS FOR PUBLIC SAFETY	430 22.	66 21.	105 23.	144 24.	115 21.	59 22.	54 20.	47 25.	60 23.	57 20.	21 26.	132 23.	116 21.	104 24.	210 22.
PROVIDES RELIABLE INFORMATION	198 10.	37 12.	43 10.	65 11.	53 10.	25 10.	30 11.	23 12.	34 13.	26 9.	8 10.	52 9.	58 10.	54 13.	86 9.
IN BED WITH THE INDUSTRY IT IS SUPPOSED TO REGULATE	155 8.	24 8.	31 7.	49 8.	51 9.	29 11.	16 6.	15 8.	25 9.	15 5.	7 9.	48 8.	45 8.	40 9.	70 7.
EMPLOYS HIGHLY SKILLED SCIENTISTS AND ENGINEERS	570 30.	69 22.	140 31.	187 31.	174 31.	106 40.	80 30.	62 34.	72 27.	68 23.	20 25.	161 28.	194 35.	126 30.	249 26.
IS RECEPTIVE TO THE PUBLIC'S COMMENTS AND SUGGESTIONS	162 8.	34 11.	42 9.	53 9.	33 6.	20 8.	17 6.	22 12.	24 9.	24 8.	8 10.	47 8.	41 7.	42 10.	79 8.
HIDES THE FACTS ABOUT NUCLEAR DANGERS	480 25.	74 23.	117 26.	147 24.	142 26.	51 19.	55 20.	51 28.	70 27.	79 27.	21 26.	152 27.	110 20.	117 27.	252 27.
TAKES IT'S RESPONSIBILITY FOR REGULATING THE NUCLEAR INDUSTRY SERIOUSLY	400 21.	65 20.	84 19.	134 22.	117 21.	74 28.	64 24.	41 22.	50 19.	45 16.	13 16.	113 20.	145 26.	84 20.	171 18.
HELPS TO REDUCE THE RISK OF A NUCLEAR ACCIDENT	537 28.	78 24.	119 26.	191 32.	149 27.	82 31.	73 27.	63 34.	79 30.	67 23.	23 28.	150 26.	163 29.	134 31.	240 25.
UNDERSTANDS PEOPLE'S CONCERNS	228 12.	37 12.	61 14.	74 12.	56 10.	24 9.	34 13.	24 13.	30 11.	31 11.	7 9.	78 14.	63 11.	49 12.	116 12.
NOT INDEPENDENT ENOUGH	159 8.	25 8.	32 7.	45 7.	57 10.	32 12.	27 10.	16 9.	20 8.	19 7.	9 11.	36 6.	60 11.	35 8.	64 7.

TABLE 7

8. HERE IS A LIST OF THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT MIGHT BE SAID ABOUT THE FEDERAL NUCLEAR REGULATORY AGENCY KNOWN AS THE ATOMIC ENERGY CONTROL BOARD. WOULD YOU PLEASE TELL ME WHICH STATEMENTS YOU THINK FIT TO YOUR IDEAS OR IMPRESSIONS OF THE ATOMIC ENERGY BOARD...

		COMMUNITY SIZE				RESPONDENT'S OCCUPATION									
	TOTAL	RURAL UNDER 1,000	1,000 -99, 999	100M- 999, 999	1 MIL -LION +OVER	PROF. & MANAG	SALES CLE- RICAL	SER- VICE WRKS	SKILL /UN- SKILL FARMR	HOUSE WIVES	STUD -ENTS	RE- TIRED UNEMP	TOTAL WHITE COLLR	TOTAL BLUE COLLR	TOTAL OTHER
PERCENTAGE BASE	1928 100.	319 100.	451 100.	602 100.	556 100.	263 100.	270 100.	185 100.	264 100.	290 100.	81 100.	572 100.	556 100.	426 100.	943 100.
QUESTION #8															
PERFORMS AN IMPORTANT AND WORTHWHILE TASK	344 18.	36 11.	82 18.	131 22.	95 17.	76 29.	44 16.	41 22.	36 14.	41 14.	18 22.	87 15.	129 23.	68 16.	146 15.
YOU CAN BELIEVE WHAT IT SAYS	95 5.	8 3.	29 6.	29 5.	29 5.	19 7.	11 4.	12 6.	13 5.	10 3.	4 5.	26 5.	31 6.	24 6.	40 4.
FAILS TO KEEP UP-TO-DATE WITH DEVELOPMENTS IN THE INDUSTRY	157 8.	23 7.	38 8.	45 7.	51 9.	14 5.	21 8.	17 9.	21 8.	26 9.	10 12.	48 8.	37 7.	36 8.	84 9.
HAS A GOOD REPUTATION NATIONALLY AND INTERNATIONALLY	254 13.	31 10.	54 12.	86 14.	83 15.	37 14.	35 13.	29 16.	40 15.	22 8.	7 9.	83 15.	80 14.	61 14.	112 12.
NOT TOUGH ENOUGH IN REGULATING THE NUCLEAR INDUSTRY	413 21.	75 24.	108 24.	125 21.	105 19.	48 18.	53 20.	34 18.	52 20.	58 20.	17 21.	151 26.	103 19.	84 20.	226 24.
MAKES IT TOO EASY TO GET A LICENCE	171 9.	31 10.	47 10.	38 6.	55 10.	14 5.	11 4.	15 8.	22 8.	37 13.	4 5.	68 12.	26 5.	36 8.	109 12.
NEVER HEAR MUCH ABOUT IT	972 50.	137 43.	228 51.	305 51.	302 54.	146 56.	153 57.	92 50.	136 52.	153 53.	42 52.	248 43.	314 56.	213 50.	443 47.
MAKES A LOT OF EFFORT TO PROTECT THE ENVIRONMENT	249 13.	25 8.	51 11.	91 15.	82 15.	30 11.	29 11.	30 16.	38 14.	32 11.	11 14.	79 14.	64 12.	63 15.	122 13.
WELL MANAGED	112 6.	12 4.	28 6.	41 7.	31 6.	15 6.	14 5.	17 9.	16 6.	8 3.	6 7.	36 6.	32 6.	30 7.	50 5.
NONE PICKED/DON'T KNOW/NOT STATED	311 16.	73 23.	74 16.	101 17.	63 11.	26 10.	33 12.	25 14.	42 16.	54 19.	13 16.	117 20.	62 11.	64 15.	184 20.

TABLE 7

8. HERE IS A LIST OF THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT MIGHT BE SAID ABOUT THE FEDERAL NUCLEAR REGULATORY AGENCY KNOWN AS THE ATOMIC ENERGY CONTROL BOARD. WOULD YOU PLEASE TELL ME WHICH STATEMENTS YOU THINK FIT TO YOUR IDEAS OR IMPRESSIONS OF THE ATOMIC ENERGY BOARD...

		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHNG	NEVER HEARD OF	FAVOR-ABLE	HALF & HALF	UNFAV-OUR-ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACTICALY NOTHNG	NEVER HEARD OF
PERCENTAGE BASE	1928	672	125	319	228	1256	574	450	189	764	185	340	239	1164
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #8														
ACTS IN THE BEST INTERESTS OF ALL CANADIANS	457	202	47	101	54	255	226	91	35	223	65	101	57	234
	24.	30.	38.	32.	24.	20.	39.	20.	19.	29.	35.	30.	24.	20.
HAS THE EXPERTISE TO DEAL WITH A VERY COMPLEX TECHNOLOGY	342	171	41	90	40	171	165	80	27	187	56	86	45	155
	18.	25.	33.	28.	18.	14.	29.	18.	14.	24.	30.	25.	19.	13.
JUST A "FRONT" ORGANIZATION WITHOUT REAL POWER	149	56	9	28	19	93	36	39	44	73	22	32	19	76
	8.	8.	7.	9.	8.	7.	6.	9.	23.	10.	12.	9.	8.	7.
SETS HIGH STANDARDS FOR PUBLIC SAFETY	430	197	46	98	53	233	195	97	35	216	67	100	49	214
	22.	29.	37.	31.	23.	19.	34.	22.	19.	28.	36.	29.	21.	18.
PROVIDES RELIABLE INFORMATION	198	80	16	44	20	118	87	43	25	99	27	49	23	99
	10.	12.	13.	14.	9.	9.	15.	10.	13.	13.	15.	14.	10.	9.
IN BED WITH THE INDUSTRY IT IS SUPPOSED TO REGULATE	155	69	18	27	24	86	40	52	35	77	27	28	22	78
	8.	10.	14.	8.	11.	7.	7.	12.	19.	10.	15.	8.	9.	7.
EMPLOYS HIGHLY SKILLED SCIENTISTS AND ENGINEERS	570	264	57	136	71	306	238	146	56	289	83	130	76	281
	30.	39.	46.	43.	31.	24.	41.	32.	30.	38.	45.	38.	32.	24.
IS RECEPTIVE TO THE PUBLIC'S COMMENTS AND SUGGESTIONS	162	78	15	42	21	84	71	34	15	82	24	38	20	80
	8.	12.	12.	13.	9.	7.	12.	8.	8.	11.	13.	11.	8.	7.
HIDES THE FACTS ABOUT NUCLEAR DANGERS	480	184	33	84	67	296	118	140	97	184	36	83	65	296
	25.	27.	26.	26.	29.	24.	21.	31.	51.	24.	19.	24.	27.	25.
TAKES IT'S RESPONSIBILITY FOR REGULATING THE NUCLEAR INDUSTRY SERIOUSLY	400	181	43	91	47	219	188	102	24	216	69	98	49	184
	21.	27.	34.	29.	21.	17.	33.	23.	13.	28.	37.	29.	21.	16.
HELPS TO REDUCE THE RISK OF A NUCLEAR ACCIDENT	537	248	52	123	73	289	228	134	40	278	73	141	64	259
	28.	37.	42.	39.	32.	23.	40.	30.	21.	36.	39.	41.	27.	22.
UNDERSTANDS PEOPLE'S CONCERNS	228	99	20	47	32	129	93	48	26	114	26	57	31	114
	12.	15.	16.	15.	14.	10.	16.	11.	14.	15.	14.	17.	13.	10.
NOT INDEPENDENT ENOUGH	159	67	16	28	23	92	45	49	32	66	23	27	16	93
	8.	10.	13.	9.	10.	7.	8.	11.	17.	9.	12.	8.	7.	8.

8. HERE IS A LIST OF THINGS BOTH FAVOURABLE AND UNFAVOURABLE THAT MIGHT BE SAID ABOUT THE FEDERAL NUCLEAR REGULATORY AGENCY KNOWN AS THE ATOMIC ENERGY CONTROL BOARD. WOULD YOU PLEASE TELL ME WHICH STATEMENTS YOU THINK FIT TO YOUR IDEAS OR IMPRESSIONS OF THE ATOMIC ENERGY BOARD...

		FAMILIARITY - AECB				FAVOURABILTY - AECB			FAMILIARITY - AECL				
	TOTAL	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACT ICALY NOTHNG	NEVER HEARD OF	FAVOR -ABLE	HALF & HALF	UNFAV -OUR -ABLE	HEARD OF	KNOW GREAT DEAL/ FAIR	KNOW NOT VERY MUCH	KNOW PRACT ICALY NOTHNG	NEVER HEARD OF
PERCENTAGE BASE	1928	672	125	319	228	1256	574	450	189	764	185	340	239	1164
	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.	100.
QUESTION #8														
PERFORMS AN IMPORTANT AND WORTHWHILE TASK	344	177	42	92	43	167	182	93	19	191	63	87	41	153
	18.	26.	34.	29.	19.	13.	32.	21.	10.	25.	34.	26.	17.	13.
YOU CAN BELIEVE WHAT IT SAYS	95	46	13	20	13	49	46	19	13	46	15	20	11	49
	5.	7.	10.	6.	6.	4.	8.	4.	7.	6.	8.	6.	5.	4.
FAILS TO KEEP UP-TO-DATE WITH DEVELOPMENTS IN THE INDUSTRY	157	50	7	23	20	107	38	52	26	60	13	24	23	97
	8.	7.	6.	7.	9.	9.	7.	12.	14.	8.	7.	7.	10.	8.
HAS A GOOD REPUTATION NATIONALLY AND INTERNATIONALLY	254	136	34	81	21	118	133	58	21	159	53	75	31	95
	13.	20.	27.	25.	9.	9.	23.	13.	11.	21.	29.	22.	13.	8.
NOT TOUGH ENOUGH IN REGULATING THE NUCLEAR INDUSTRY	413	178	33	85	60	235	117	120	74	186	46	84	56	227
	21.	26.	26.	27.	26.	19.	20.	27.	39.	24.	25.	25.	23.	20.
MAKES IT TOO EASY TO GET A LICENCE	171	70	16	30	24	101	43	47	37	68	18	31	19	103
	9.	10.	13.	9.	11.	8.	7.	10.	20.	9.	10.	9.	8.	9.
NEVER HEAR MUCH ABOUT IT	972	306	31	151	124	666	297	242	101	356	54	172	130	616
	50.	46.	25.	47.	54.	53.	52.	54.	53.	47.	29.	51.	54.	53.
MAKES A LOT OF EFFORT TO PROTECT THE ENVIRONMENT	249	119	28	54	37	130	116	52	24	129	38	60	31	120
	13.	18.	22.	17.	16.	10.	20.	12.	13.	17.	21.	18.	13.	10.
WELL MANAGED	112	51	12	23	16	61	61	19	6	61	15	31	15	51
	6.	8.	10.	7.	7.	5.	11.	4.	3.	8.	8.	9.	6.	4.
NONE PICKED/DON'T KNOW/NOT STATED	311	51	5	24	22	260	31	34	10	65	7	29	29	246
	16.	8.	4.	8.	10.	21.	5.	8.	5.	9.	4.	9.	12.	21.

FOCUS GROUP FINDINGS ON ATTITUDES TOWARD THE AECB AND ITS ACTIVITIES

by Despatis Consultants Inc.
and Contemporary Research Centre

A report on the qualitative phase of
an image study conducted for the

Atomic Energy Control Board
Ottawa, Canada

October 20, 1988

FOCUS GROUPS FINDINGS ON ATTITUDES TOWARDS PEACEFUL USES OF NUCLEAR ENERGY

A report prepared by Jocelyne Despatis, Despatis Consultants Inc., under contract to Contemporary Research Centre and the Atomic Energy Control Board.

ABSTRACT

The author describes the findings of five focus groups conducted in Vancouver, Calgary, Toronto, Montreal and Halifax, as a preliminary phase to a survey of the Canadian public's awareness of and attitudes towards the Atomic Energy Control Board and its activities.

RÉSUMÉ

L'auteur décrit les résultats de cinq groupes centrés qui se sont déroulés à Vancouver, Calgary, Toronto, Montréal et Halifax. Ces groupes représentent la première étape d'un projet d'étude dont l'objectif est de mesurer la notoriété de la Commission de Contrôle de l'Énergie Atomique parmi les Canadiens ainsi que leurs opinions concernant ses activités.

The Atomic Energy Control Board is not responsible for the accuracy of the statements made or opinions expressed in this publication and neither the Board nor the author assumes liability with respect to any damage or loss incurred as a result of the use made of the information contained in this publication.

EXECUTIVE SUMMARY

This report describes the findings of five focus groups conducted as a preliminary phase to a survey of the Canadian public's perceptions and attitudes towards the Atomic Energy Control Board.

Because of the qualitative and exploratory nature of the research technique, findings are ideal as aids in gaining insights, generating thoughts and formulating hypotheses. However, definitive conclusions are precluded unless and until they are substantiated quantitatively.

What this report accomplishes is the organization into coherent categories of hundreds of random observations on matters related in people's mind to the peaceful uses of nuclear energy, their purpose, their impact, as well as the controls that are applied to minimize risk.

Discussions with 52 Canadians in five major cities (Vancouver, Calgary, Toronto, Montreal and Halifax) showed them to be confident that some governmental authority was protecting the public against the dangers of nuclear energy, although that authority was generally faceless and nameless. There were only one or two participants in any group who had previously heard of the Atomic Energy Control Board.

There was slightly more recognition of the name and role of Atomic Energy of Canada Limited, but the extent to which that organization may be perceived by Canadians as the body regulating the nuclear industry will have to be ascertained quantitatively. However, when asked to reflect upon the names of the two organizations, participants were able to identify AECL as probably commercially-oriented and the AECB as a control agency.

The quality and effectiveness of Canadian controls were generally highly regarded relative to what may exist in other countries. But Canada was seen as having little or no influence beyond its borders to prevent any radioactive material it may export from being used for military purposes. The bomb test conducted by India back in the seventies using Canadian uranium was obviously still at the forefront of participants' minds.

Participants felt that they had a right to be informed about developments in Canada's nuclear industry, and the information they spoke of included explanations as to why nuclear energy is needed, facts about the storage of radioactive waste, transportation, medical applications and international trade.

They were not able to readily distinguish where the AECB's responsibilities begin and end. They indicated strongly that they did not want to hear only about "how" their safety was ensured, but also about "why" they were expected to tolerate potentially dangerous situations. They showed no interest whatever in technical explanations; they simply wanted to know why a nuclear product or procedure was desirable, what risks it entailed, what was being done to minimize those risks and at what cost.

However, in spite of their desire to be more knowledgeable, most participants admitted that they could not understand or believe most of what was being communicated to them. They talked about the need for credible spokespersons, such as David Suzuki, who could explain things simply and objectively, including the negatives as well as the positives.

The civil service, as distinct from politicians, was viewed as a plausible source of reliable information. But public servants were seen as difficult to reach and as restricted in what they were permitted to divulge to the public. Furthermore, there was evidence of some hostility to an Ottawa-based information centre.

Many ideas were expressed on the ways in which the AECB might communicate with the general public, particularly through television, which appeared to be the medium of predilection. Magazines, newspapers and brochures were also identified as adjunct sources of information.

Participants seemed to favour a mode of learning by osmosis, requiring passive or semi-passive involvement on their part. They were relatively unenthusiastic about public meetings of any kind, including public hearings, claiming that they attracted specialists who were impossible to follow, and fanatics whose opinions were too extreme to take seriously.

Some of the issues, ideas and questions raised in this report will be investigated during the survey phase of the research project, but they are too numerous to all be included. Nonetheless, the detailed findings recorded and analyzed in this report are all potentially thought provoking and will hopefully be useful in determining a truly effective mass communications strategy for the AECB.

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A. INTRODUCTION

This report describes the findings of five focus groups conducted on behalf of the Atomic Energy Control Board in Vancouver, Calgary, Toronto, Montreal and Halifax between September 29th and October 11th, from 6:00 and 8:00 PM. They represent the exploratory phase of an image study undertaken by the AECB and aimed at assessing the Canadian public's awareness and perception of the organization. They will be followed by a national survey, the results of which will serve as a basis for the development of a communications program for the AECB.

1. Group Composition

In total, there were 52 participants: 30 males and 22 females; 28 in the under-forty category and 24 from the older segment. Group discussions in Vancouver, Toronto, Calgary and Halifax were conducted in English, while the Montreal meeting took place in French, with the same individual monitoring each session. The screening questionnaire, English and French versions, is included as Appendix A. Appendix B is a table summarizing group composition.

Group participants do not comprise a sample representing the Canadian population and must not be construed as such. The ideas they expressed reflect a cross-section of opinions useful in the generation of new ideas and the formulation of hypotheses. However, no definite conclusion can be drawn as to what part of the Canadian population may share this or that view, unless there is statistical validation.

Participants had very little or no scientific knowledge of nuclear energy, of its peaceful applications, nor of the safeguards that exist. In fact, only one individual spontaneously referred to the "Atomic Energy Control Board" by name during the five meetings. Given this almost total lack of familiarity with the topic, participants were understandably reluctant to express opinions at the outset of the discussions. However, they were for the most part cooperative and endeavoured to verbalize their feelings, impressions and thoughts about the control of nuclear energy and related matters.

In addition to stimulating ideas and hypotheses, the value of qualitative research such as focus groups resides in the achievement of insights that delve beneath the surface to uncover the intensity and nuances that underly attitudes, beliefs, motivations and behavior. The five focus groups analyzed in this report have met that objective by creating a backdrop against which to interpret survey data on the image of the AECB and to design a communications strategy.

2. Discussion Pattern

The discussion outline, which may be found in Appendix C, was adhered to in principle, but participants were encouraged to be spontaneous and to express themselves when they were inspired to do so. Audio recordings of the five discussions were given to the AECB.

Discussions unfolded conversationally although considerable probing by the moderator was required in some instances. This was done via direct questions, suggested comparisons and hypothetical situations that participants might relate to. Examples are:

- "Who are you referring to when you say 'they'?"
- "Would you work in a nuclear plant?"
- "Why would living next to a nuclear plant be riskier than riding in elevators?"
- "Do you believe that scientists will some day discover how to destroy nuclear waste safely?"
- "What makes you think that information is being withheld?"
- "What more do you want to know?"
- "Who would you believe?"

At times when respondents did not speak loud enough to be recorded, the moderator repeated their remarks. Non-verbal messages such as shaking heads and rolling eyes were also referred to by the moderator when it was deemed that doing so would not make participants ill at ease. However, every effort was made to allow participants to express their opinions in their own words and as naturally as possible.

Free-flowing discussion was brought to an end by the moderator asking for reactions to the name "Atomic Energy of Canada Limited or AECL" followed by an anlogous question about "the Atomic Energy Control Board or the AECB". Participants were also asked to explain what differences they believed existed between the AECB and AECL. The two organizations were then described by the moderator using definitions supplied by the AECB and included as Appendix D.

3. Self-administered Questionnaire

Prior to leaving, participants were asked to fill out the questionnaire included as Appendix E (English and French versions). This questionnaire was designed to gather preliminary data on the AECB's image in order to carry out a factor analysis to help collapse attributes into a manageable set for the survey questionnaire.

The moderator identified the AECB as the client just prior to handing out the questionnaire and encouraged participants to respond based on how they believed the use of nuclear materials and installations in Canada were licensed, monitored and controlled. This was necessary due to the fact that only one or two respondents in each group had ever heard of the Atomic Energy Control Board prior to attending that evening's session.

4. Qualitative Findings

The research was exploratory in nature and its purpose was to have manageable groups of people explain in their own words what they believed and how they felt about the control of peaceful nuclear energy applications.

This report therefore contains statements of views expressed by participants that may be erroneous and contradictory. They have been included here to reflect diverse opinions with which readers may agree or disagree, and that may be worthy of further investigation.

By definition, exploratory research precludes definitive conclusions, but nevertheless lends itself to analysis that organizes hundreds of random thoughts into coherent categories, thus identifying relevant points of apparent convergence or controversy. Such is the purpose of the present report.

B. AREAS OF INTEREST AND CONCERN

This chapter deals with topics and issues that seem to be of particular interest. Many of them extend well beyond the mandate of the AECB, but they are recorded here as references that could be useful in the development of messages addressed to the general public.

It must be remembered that the general public cannot distinguish where the AECB's responsibilities begin and end. It may not be enough to reassure people that safeguards and controls exist around the handling of certain materials and the operation of certain facilities, without explaining why these potentially dangerous situations exist in the first place.

For example, a credible message about controls in the uranium mining industry might begin by explaining why uranium is needed, follow with a straighforward assessment of the risks involved, and end with a description of preventive measures and enforcement capabilities.

The sections that follow may not represent an exhaustive list of possible topics, but they do reflect the concerns of those who took part in the focus groups.

1. Ignorance, Frustration & Impotence

There is a sense that nuclear energy matters are beyond the grasp of the average person, and that perhaps it is best not to know what the ramifications really are. There is also a feeling that nuclear energy might not be so frightening if it could be explained in layman's terms by credible spokespeople. A great deal more is said about the "what, how and who" of communications throughout this report, but the following quotations of participants' remarks are offered here to illustrate their feelings of ignorance, frustration and impotence:

> "We've been hearing since we were kids that if we went near radioactive material, we'd fry. How can we not have a negative attitude? That's all we know!"
> (Calgary, female 30-40)

> "If people were aware of all of the ramifications of what could happen, there would be a public outcry. As it is, people just want to carry on with their day-to-day lives."
> (Vancouver, woman 40-50)

> "A lot of people, particularly older people, will say 'leave it to the experts, they know what they're doing', and that's scary".
> (Toronto, male 20-30)

> "Ignorance is bliss, but if it was in my backyard ..."
> (Calgary, female 30-40)

> "But when it comes to nuclear energy, the world is our backyard."
> (Calgary, male 20-30)

"On the one hand, I don't want to know about it, but on the other hand, I'd be very angry if I found out that they were selling me irradiated food without telling me about it."

(Toronto, male 50+)

"Les gens qui sont pour ne sont pas bruillants, tandis que ceux qui sont contre font beaucoup de bruit à propos d'accidents et de dégâts, surtout au niveau émotionel."

(Montreal, male 40-50)

"Il se peut que certaines gens ne veulent rien savoir, mais la majorité veulent savoir."

(Montreal, female 40-50)

"I'll bet that you'll get an overwhelming attitude of mistrust in every group that you do."

(Vancouver, male 20-30)

2. Magnitude & Permanence of Damages

Participants seemed unconcerned about the small amounts of radioactive material found in consumer goods such as watches and smoke detectors, and also appeared to be at ease with periodic exposure such as that generated by Xrays.

However, they spoke with one voice in expressing concern about the extent and duration of contamination caused by nuclear accidents such as "power plant leaks", "meltdowns", "spills in transporting", "careless handling", "earthquakes affecting storage areas", etc. The general impression is that nobody really knows exactly how radioactivity spreads over vast areas, how it is dissipated, where there is likely to be build-up over time, from several years to several centuries. Here are some quotations to that effect:

"You can cover it up, but it won't go away. You can run, but you can't hide."

(Vancouver, male 20-30)

"I wouldn't give a small amount a second thought."*

(Vancouver, male 20-30)

*In answer to a query about a smoke detector manufacturing plant being built nearby.

"Le feu d'une allumette n'est pas un feu de forêt."

(Montreal, female 40-50)

"Riding an elevator is risky, but if there's an accident and some people are killed, that's terrible, but that's the end of it. That's not comparable (to nuclear energy), because atomic waste is permanent."

(Vancouver, female 50+)

"I can't even imagine what can happen to buried atomic waste in the long term, like 200 years. I don't believe that we can simulate the effects of time."

(Toronto, male 30-40)

"The proximity of the plant is not an issue because the effects of an accident spread over thousands of miles. There's a global effect."

(Halifax, male 50+)

"Whether it's Red Deer or Ottawa, it's the same ecosystem."

(Halifax, male 20-30)

3. Existence of Regulations

The majority of participants believed that measures were being taken to minimize risk to nuclear industry workers, to the general public and to the environment. This remark applies overall except in the case of the Vancouver group, which was pervaded by profound cynicism.*

However, allusions were made to the possibility that too much emphasis on controls could heighten apprehension among the public, giving people an impression of excessive danger. Such a consideration might be taken into account by the AECB in devising a communications strategy.

There was concensus that companies within the nuclear industry should be financially responsible for safety measures, but that control was ultimately the responsibility of government. More specifically of the Federal Government, probably because of the inter-provincial and international ramifications of nuclear accidents.

*The reader is reminded that we are dealing with qualitative research, and that no conclusion can be drawn concerning regional differences.

The following remarks are quoted relative to participants' impressions of regulations in Canada:

> "I"m sure preventive measures are being taken. There are standards for everything. I don't know who sets these standards. Perhaps it's the CSA (Canadian Standards Association). I hope it's not a businessman".
> (Toronto, male 30-40)

> "Nuclear energy can't be developed completely safely, but there can be safety factors. There has to be a starting point. I don't want to see it stopped."
> (Halifax, male 40-50)

> "I toured an oil refinery recently and they showed us how they had to clean the rain water that ran off the tanks. That gave me more confidence in the government."
> (Toronto, female 50+)

> "I think we have the best controls here in Canada. We've never had an accident. I think they keep a close watch on everything here, but I don't like them sending it (nuclear material) to other countries like India."
> (Toronto, male 50+)

> "Plants that now exists had to show the government that they could operate them safely."
> (Calgary, male 50+)

> "S'ils me parlent toujours de contrôle, ils vont me convaincre que c'est dangereux, et ils vont avoir de la difficulté à me faire accepter l'énegie nucléaire."
> (Montreal, female 20-30)

4. Compliance & Enforcement

If there was a broadly-based assumption that adequate controls did exist in Canada, compliance and enforcement were highly suspect. While not unanimously held, the prevailing view was that companies would blatantly ignore regulations, as they are perceived to do now with other toxic materials, unless regulations were rigidly enforced.

With the exception of a few individuals, it was not generally believed that there were enough resources to police the industry now, and that, given the trend towards privatization and non-interference by government, the industry would become increasingly unmanageable if and as it grew.

Participants indicated that they would be very leary about working in any kind of nuclear plant, although a few said that they would if the pay were high enough and they were convinced that it was safe. One individual who had recently visited the Darlington facility claimed that he would accept a good job there without hesitation after learning about the safety precautions that are taken.

Some remarks by participants relative to regulations, compliance and enforcement appear below:

> "Manufacturers understand. They have the rule book. They know what they can and can't do."
>
> (Halifax, male 50+)

> "They (the companies) take the necessary precautions. They don't want to endanger themselves."
>
> (Halifax, female 20-30)

> "Ce n'est pas ce qui est très technique qui est à surveiller. Ce sont les choses simples. Comme les companies qui déversent dans les cours d'eau. Pourtant c'est simple comme 'bonjour'. Elles savent que ce n'est pas correct."
>
> (Montreal, male 50+)

> "At Darlington, precautions make it safe for employees, but what do they do about the waste?"
>
> (Halifax, male 20-30)

> "Les autorités ne prennent pas de sanction parce qu'il n'y a pas assez de personnes pour contrôler. Si l'industrie devient gigantesque, ils ne seront plus capables."
>
> (Montreal, female 20-30)

5. Human Error

As stated, some fear was expressed that business leaders might be lax in respecting regulations unless closely monitored and controlled. In fact, there was concern about the human frailty that exists at all organizational levels. It was suggested that drug and alcohol testing should be compulsory for all nuclear industry employees, and that jail sentences should be part of the potential liability for executives of companies not meeting safety standards.

A number of participants said that it would reassure them to know that harmonious labour relations existed within the nuclear industry, which may be an element worth considering for inclusion in communication packages.

> "It's arrogant to think that the (control) systems we have are flawless. Sooner or later, something has got to happen."
> (Halifax, male 20-30)

> "The technology will get there, but will the desire be there?"
> (Halifax, male 20-30)

> "I know how careless workers can be when they've been doing a job for a long time, even about their own safety. And that scares the living daylights out of me."
> (Halifax, male 30-40)

> "I was watching the space shuttle launch and I was thinking that even the most efficient organization in the world could make a mistake."*
> (Toronto, female 30-40)

> "A big reactor in New York never opened because of bad workmanship."
> (Halifax, male 50+)

> "Meme la meilleure construction va avoir des petites faiblesses."
> (Montreal, male 50+)

> "They always make mistakes. There's always something that they hadn't thought of."
> (Calgary, female 40-50)

* Refers to the 1985 Challenger disaster.

"In Chernobyl they were experimenting, and I don't believe that they (nuclear power plant operators) could do that in Canada, especially in populated areas. In Canada, I'm sure that they want to police adequately, but there are many reactors in universities and in hospitals."
(Toronto, male 20-30)

"Workers are on drugs and alcohol. There's one or two in every work place: postmen, bus drivers, taxi drivers. Once you have an employee, you're stuck with him. There should be compulsory drug testing (of workers in the nuclear industry).
(Halifax, female 50+)

"I fear technological failure and ignorance less than human error caused by negligence."
(Toronto, male 20-30)

6. Adapting to Risk

Participants were attuned to the fact that knowledge of and familiarity with potentially high risk situations usually raises one's comfort level. They spoke of elevators, Xrays, hydro power lines, natural gas, driving a car and even about chemicals like chlorine in swimming pools.

There were also numerous references to the very high risks that the planet is already being forced to assume because of the presence of so many wide ranging pollutants, including pesticides, herbicides, car exhaust, industrial waste, garbage disposal and aerosol cans.*

It was not implied that pollution was acceptable, but rather that, in the final analysis, the development of nuclear applications has many familiar analogues that are of benefit, but for which a high price is paid.

It appeared that participants were willing to knowingly accept fairly high risk levels as part of everyday living, and there was evidence of guarded optimism about human capability of adapting to a "nuclear tomorrow", as technology improves and familiarity spreads. Quotations that illustrate this are:

*There was no reference to contamination caused by nuclear military testing, but that probably would have been an issue had the groups been conducted a little later, after media coverage of the underground explosion in the southwestern U.S. early in October 1988.

"Everything man has ever done has been dangerous. Nuclear energy is more risky because accidents cannot be contained in space and time."

(Calgary, female 30-40)

"We invent a new peril a week. They're very close to fads. The latest one is radon. Very few things will make you more money than a new way of scaring the public."

(Halifax, male 50+)

"There's danger in just about everything we do, but we don't stop living and getting the benefits."

(Toronto, male 30-40)

"Quant les gens de Gentilly nous téléphonent pour placer leurs commandes, ils ne semblent pas malheureux de travailler là."

(Montreal, female 40-50)

"If you worry about all that stuff, you've got to live in a bubble: peanut butter, charchoal, pesticides, herbicides, PCBs."

(Vancouver, male 40-50)

"Years ago people thought that they were going to die if they were overexposed to TV screens."

(Toronto, female 30-40)

7. Need for Nuclear Energy

Based on many of the comments made during the focus group discussions, it can be hypothesized that much of the negative feeling surrounding nuclear energy is a function of the widely held view that it is not really neceaary in Canada, where hydro electric power is abundant.

That view goes hand in hand with the probability that the general public is simply not aware of nuclear applications other than the generation of electricity. Judging from participants' favourable attitudes towards nuclear medicine, much might be gained by making it a highly visible feature of AECB communications.

Canada's position as a trading nation is also an item that could be stressed. For the most part, group members were keenly aware that world economic powers were somehow shifting, but only a few demonstrated any understanding of why and how this was happening.

Quoted below are some of the observations that support the above suggestions:

> "En ce qui me concerne, ce sont mes besoins qui font que j'accepte le risque. Si j'accepte l'électricité, c'est que je suis perdue si j'en manque."
> (Montreal, female 50+)

> "The only places where there is strong objection to nuclear power is in North America and Western Europe."
> (Halifax, male 30-40)

> "We don't need it in Canada. Even if hydro does damage the environment, we should be looking at alternatives like wind and tidal waves."
> (Vancouver, male 20-30)

> "It's needed in Europe where they burn coal. Solar energy is not enough. Many countries don't have hydro or wind. Coal pollutes the atmosphere. I think that there will be better disposal systems."
> (Calgary, male 40-50)

> "The need (for energy) on this continent is not great enough, but there are other peaceful applications, in medicine for example."
> (Calgary, female 30-40)

> "It's a very competitive world and the 'Asiatic tigers' have taken manufacturing from us and will never give it back. We should consider anything that we could get a lead on."
> (Calgary, male 30-40)

> "Surely Canada would be an ideal location for it (the ITER nuclear reactor) along with Australia because it would be attractive to technologists, but why don't they want it on their territory."*
> (Halifax, male 20-30)

*In response to a question posed by the moderator on an article entitled "Canada to join nuclear fusion project" in The Globe & Mail of October 1, 1988 (See Appendix F).

"Des usages pacifiques, il doit y en avoir, mais moi je ne les connais pas."
(Montreal, female 20-30)

"Government propaganda material about free trade gave me some insights, made me think about it. They should do the same thing with nuclear energy."
(Halifax, female 20-30)

8. Waste Management

The storage and disposal of nuclear waste was by far the greatest fear expressed by all participants, including those favourably disposed towards the development of nuclear energy. Some believe that there will be technological breakthroughs that will overcome the problems, and some do not. Furthermore, there appears to be a direct link between the side of the "technological fence" on which one sits and negative or positive attitudes towards nuclear energy in general.

In developing its communications program, the AECB might wish to use the proportion of Canadians who believe that technology will eventually overcome the nuclear waste problem as an attitudinal barometer.

The following remarks may provide some insights:

"I don't want it. They don't know how to control it"
(Calgary, male 40-50)

"They've only been trying to control it for 20 years"
(Toronto, male 30-40)

"I'm for it, but I'm cynical. I have a fear, primarily because of waste. We're between a hard spot and a rock."
(Calgary, male 50+)

"Waste is an unknown. What's it going to do to me. What's it going to do to my kids. There are no long term studies yet available."
(Toronto, female 30-40)

"Nuclear waste is the most serious problem in the world. There's secrecy. They don't know what they're going to do with it and they're not honest enough to say so."
(Vancouver, female 40-50)

"They put it in containers and dropped it in the ocean and the containers rusted. Now they're studying how to bury it in the Canadian shield, but what about earthquakes? Anyway, none of the containers we have will last longer than the waste. Research should concentrate on speeding up the degradation process."
(Toronto, male 20-30)

"I don't want to see nuclear energy stopped. I'd like to see it developed to the point where it was safe to use."
(Calgary, female 30-40)

"Still, I'm amazed that some cities are actually vying to store nuclear waste."
(Toronto, male 30-40)

9. Transportation

Transportation of nuclear material ran a close second to waste among participants' concerns. While in the case of nuclear waste, there was a feeling that natural disasters present the most serious threat, the risks associated with transportation were primarily attributed to negligence. However, there was no unanimity as two participants who worked in transportation indicated that they felt that ample precautions were taken.

Here are some quotations that depict the degree of cynicism relative to the lack of control surrounding transportation, as well as the confidence that comes from witnessing how it is actually done:

"We don't know what's being transported on the highways, and thank God we don't."
(Toronto, male 50+)

"They're going to carry it (nuclear waste) around on passenger planes."*
(Vancouver, female 40-50)

*Refers to the recent public outcry over Air Canada transporting PCBs on passenger planes.

"It's transported in planes and on highways through densely populated areas."
(Toronto, male 20-30)

"They hire some guy whose only qualification is that he has a driver's license and tell him to take away that barrel over there and to be careful not to get any on his clothes."
(Vancouver, female 30-40)

"My experience is that Atomic Energy of Canada make sure that everything is done right when they ship radioactive material."
(Halifax, male 50+)

"Quant le nucleaire voyage en train, les controles sont la."
(Montreal, male 30-40)

10. Medical Applications

Participants were aware that Xrays exposed them to radioactivity, but, except in Montreal, they were generally confident that their doctors would not do anything to endanger their health. It was observed that there could not be that much radiation if Xray technicians were protected just by standing behind a wall.

Three participants had had first-hand experience with nuclear medicine applications and were satisfied with the outcome. Several participants were aware that "nuclear methods" were used for blood tests and other diagnostic procedures. Only two or three participants realized that nuclear reactors were located in some hospitals.

Overall, attitudes towards nuclear medical applications were highly favourable, even among the Vancouver group, where it was the only bright spot in an otherwise gloomy outlook.

However, there was concern about how radioactive material was brought into and out of hospitals. References were made to recent incidents in South America and Toronto where contamination occured because nuclear waste from hospitals had been mishandled.

There were many comments concerning nuclear medicine, but they were mostly very vague because of lack of familiarity with the subject, or they specifically described a medical treatment. However, a few are worth noting:

"Je n'ai jamais eu d'expérience mais d'après ce que j'ai entendu, c'est pour le plus grand bien. C'est le seul côté positif que je vois, mais c'est déjà beaucoup."
(Montreal, female 50+)

"When you think about how far it's come in medicine, then you think that maybe there is some good in it."
(Halifax, female 50+)

"Les applications médicales sont secrètes, et nous sommes les cobails."
(Montreal, female 20-30)

"They ship things in and out of hospitals. I'd like to know where the stuff goes. Who is going to tell me?"
(Vancouver, male 20-30)

"You'd have to be a fool not to use it for medical reasons."
(Vancouver, male 30-40)

"Le consentement du patient devrait être obligatoire."
(Montreal, male 30-40)

11. International Trade

If participants were fairly confident that Canadian authorities, lack of enforcement resources notwithstanding, had the competence, integrity and ethics to set acceptable standards, they were almost unanimously of the opinion that this was not the case in most other countries.

In fact, when probed about the possibility that Canada might participate in a huge international nuclear fusion research project (ITER, See Appendix F), preference was expressed for locating the research facilities in Canada, where activities could be controlled more safely.

Every group referred to the bomb manufactured by India in the seventies using uranium supplied by Canada to fuel a reactor. Emotional reactions were amazingly strong given the time that has elapsed since that incident. Participants seemed to be alarmed still at having played an unwitting military role. That being said, there was no evidence of a desire to halt peaceful nuclear development because it was deemed that military research would go on in any event.

Within the context of the Canada-U.S. free trade agreement, some concern was expressed that U.S. nuclear waste could end up being stored in Canada. There might be a link between this issue and two others; namely, the research now being done in Canada concerning underground (bedrock) storage and what is perceived as the phenomenon of cities like Elliot Lake bidding to store nuclear waste for economic considerations.

There is probably a large information gap to fill regarding international control of nuclear matters, and some quotations are offered to illustrate this point:

> "I've always been leary about our selling nuclear technology. Once it's there, we don't know."
>
> (Toronto, female 30-40)

> "There only has to be once weak link in the chain. If one country fails to apply standards, then it's bad for everybody else."
>
> (Halifax, female 20-30)

> "It would be better to export coal and even water."
>
> (Vancouver, male 20-30)

> "Canada already has a vested interest in nuclear energy through the Candu and uranium. If that plant (ITER) were located in Canada, we could control it. Other countries don't have the same attitude and could develop weapons."
>
> (Calgary, male 40-50)

> "Every country has scientists who are bright enough to create an atomic bomb. How hard is uranium to get? Radioactive material can fall into the wrong hands."
>
> (Vancouver, male 20-30)

> "We need international controls and honest data about them; supported militarily, through the UN."
>
> (Vancouver, male 30-40)

> "J'ai peur qu'avec le libre échange, on va aboutir avec les déchets nucléaires des États Unis."
>
> (Montreal, male 50+)

12. Possible Demographic Variances

Prior to embarking on an analysis of what might be opinion differences attributable to demographic factors such as sex, age and location, it must be reiterated that any remarks to that effect are strictly hypothetical given the qualitative nature of the research at hand. This being said, some differences were noted:

- The men were far more confident about their knowledge of nuclear energy applications than were the women, regardless of age, and with two notable exceptions in Toronto and Vancouver.

- Older participants showed signs of greater trust in the government's abilitity to keep nuclear energy under control, and showed some apprehension about knowing more than was necessary.

- The Vancouver group was generally cynical about the credibility of anyone speaking on behalf of nuclear energy and suspicious of the "vested interests" held by politicians, business people and scientists.

- The Montreal group shared some of that cynicism, but not to the same extent. However, it was the only group that showed an unwillingness to put absolute trust in their medical doctors.

- The groups in Toronto, Calgary and Montreal appeared to share the same cautious confidence in the potential benefits of nuclear energy in terms of medicine, environment and economics, while the Halifax group was the most positive overall.

The following exerpts are the first comments that were made in each group after the moderator had just announced that the topic of discussion was "the peaceful applications of nuclear energy" and asked if "anyone cared to get the ball rolling". They are not necessarily representative of the ensuing discussions, but they do reflect instinctive reactions:

> "I guess a cost factor is of concern to me. Disposing of waste is of concern to me. Accidents are a concern. But I think that so many of those things are outweighed by the economics and the availability of electricity specifically. Basically, I think it's worthwhile pursuing."
>
> (Toronto, male 30-40)

"I am of the opinion that atomic energy for peaceful purposes would be fine and dandy if they could assure us that there was no possible leak going to happen."
(Vancouver, male 50+)

"I think that in the future, every home is going to be powered by nuclear energy, be it 5, 10 15, or 20 years from now. Even today's election issue is nuclear powered submarines as opposed to gas or diesel."
(Calgary, male 50+)

"My first reaction is that 'no' I don't think that any of it should be around. But then my second reaction is 'sort of' except for medicine. When I think how far it's come in medicine, then I think that maybe there is some good in it. But generally speaking, I don't want to live too close to a plant."
(Halifax, female 50+)

"C'est une grande force. Ça n'a pas de limite. Quand ils ont commencé avec la bombe atomique, c'était quelque chose de très grand. C'était déjà du nucléaire. Pour moi, je dirais même que c'est dangereux. C'est le danger de ça ..."
(Montreal, male 40-50)

C. STRATEGIC COMMUNICATIONS ELEMENTS

This chapter covers the contributions made by group participants to the "how" and "who" elements of communications. Given that these focus groups were the exploratory phase of a research project whose primary purpose is to serve as a basis for the development of a communications program, the moderator encouraged all spontaneously-expressed ideas on how a communications bridge might be established between the AECB and the general public. In addition, the moderator probed on several occasions during each session, but cautiously so as not to elicit defensive reactions.

Defensiveness was a threat when it came to how people wished to be informed because of several factors. There was some fear that knowing the facts would be disturbing, there was a sense of inadequacy because of the complexity of the issues, there was obvious unwillingness to commit

time and effort to acquire the knowledge, and perhaps a feeling that being privy to information would preclude pleading ignorance and simply blaming "them" for all that can go wrong with nuclear energy.

It was therefore not surprising that most of the suggestions related to transmission of information to a passive audience. Nevertheless, there were a few ideas expressed that would entail initiation of the part of the individual interested in finding answers.

Some group members were quite naive about the costs of communications, while others seemd sensitive to them. A few were rather sophisticated in their views, and tried to grapple with the splintered segments of the target audience, while others talked about media noise factors and of the difficulty of capturing the general public's attention. A number admitted that it would be difficult to spark and sustain their own interest in nuclear energy at the cost of preferred leisure activities.

One or two members of each group stood out because of having some familiarity with nuclear energy. Their knowledge may have been sketchy, misguided, biased or incorrect, just as easily as it might have been totally accurate, but somewhere along the line, they had acquired information that their fellow participants did not possess. Four of these individuals worked in technological or engineering fields other than nuclear energy, one was a science student who had taken a basic course on nuclear energy, and the last appeared to be a "nuclear nihilist" who claimed to have read extensively on the subject.

The following remarks should be viewed simply as an account of what transpired during the focus group meetings. No attempt has been made to assess the feasibility of any of the suggestions, which would necessitate a separate and specialized study.

1. Electronic Media

Television was by far the medium of predilection of all but two participants who preferred to read newspapers or listen to the radio. There was quite a variety of thoughts about how information about nuclear energy could be transmitted through television:

- On scientific programs such as "The Nature of Things" and "The Living Body" (BBC), dealing with what is being done and with what is being planned by the nuclear industry.

- In documentaries such as the National Geographic special on "The Brain" aired on PBS stations, or more modest formats broadcast on Nova and local channels.

- News programs such as "W5", "The Fifth Estate", "Le Point" and "Camera 88" as short human interest clips. Examples included tracking a patient's progress under a nuclear treatment, a report on a positive event connected with the nuclear industry and an update on how Chernobyl is doing a few years after the accident.

- On talk shows such as "Donaghue", "Geraldo" and a Quebec show hosted by Claire Lamarche.

- Thirty or sixty-second commercials such as those used to promote natural gas, milk consumption and AIDS prevention, were thought to be a possibility if positioned in the right time slots. However, it was recognized that this would be costly and that viewers have an increasing tendency to record programs in order to "zap" through commercials.

- In the background of dramatizations such as "Dr. Welby", various soap operas and even cartoons. References were made to the fact that many anti-nuclear movies had been made such as "The China Syndrom", "Silkwood", "The Day After" and even a British cartoon that dealt with communications failure in a nuclear emergency. It was felt that a method that was used against nuclear energy could also be used to support it.

- On children's programs such as "Sesame Street"

2. Printed Media

Printed media were seen as an adjunct to television and as a means of dealing with very specific topics and of reaching very specific segments of the population. Books were definitely excluded from plausible sources of information because they were believed to be too complicated and scientific for average people, an opinion shared even by the "readers" in the various groups.

The avenue opened to understandable written communications were identified as:

- Magazines, such as "National Geographic" and those aimed at specific segments such as the elderly, teenagers, business people and homemakers. ("Scientific American" was suggested by a student participant, but was dismissed unanimously as being inaccessibly technical.)

- Occasional articles in newspapers prepared by government spokespeople (civil servants as opposed to politicians) and explaining specific policies, procedures and plans.

- Brochures distributed via doctors' waiting rooms as well as university and public libraries.

3. Other Means

Sources of information that require the individual to initiate action were not spoken of with much enthusiasm. For instance, there was extensive support for including nuclear energy in the curricula of schools and universities, but not for studying it as part of an adult self-improvement program.

Dealing with government agencies was mostly seen as frustrating and some hostility was shown towards having to deal with an Ottawa-based information centre. In this respect, consideration might be given to providing the AECB's information centre with an '800' number.

Public meetings of all kinds, including public hearings, were dismissed as uninteresting because they attracted scientific types, who were impossible to understand, or fanatics, whose views were too extreme to take seriously.

In short, one Toronto participants captured the prevailing attitude among group members when she said: "People are not going to leave their homes to learn about it."

4. Spokespersons

4.1 Scientists

It appeared that scientists were the most credible spokespersons, but only those with the ability to break issues down into layman's terms. David Suzuki and the late Fernand Séguin were offered as paragons of straightforwardness and believability. In fact, David Suzuki was designated as the most credible public figure in Canada by every group, including Montreal, and without a single dissenting voice. That phenomenon is worth examining through some verbatim statements:

> "He's married, he has small children, he's concerned about the environment."
>
> (Vancouver, female 40-50)

"Suzuki tells it the way it is. He doesn't have anything to hide."
(Toronto, male 20-30)

"He can put things over so that the public can understand - scientific and entertaining as the same time."
(Halifax, female 50+)

In this context, "scientist" must not be equated with "university", as universities were seen as beholden to government because of grants.

4.2 Government

Civil servants, although perceived as difficult to reach, ranked well in terms of credibility. However, participants were concerned that they were not permitted to speak freely, an impression that was illustrated with the restrictiions that had been placed on their political activities until recently.

Government departments such as Consumer & Corporate Affairs, Energy, Mines & Resources, and Health & Welfare were named as reliable sources of information. Even the CBC was said to be more credible because of it being a crown corporation.

On the other hand, politicians were deemed to have no credibility whatever in trasmitting factual and unbiased information. Some of the hardest-hitting comments made throughout any of the sessions referred to politicians:

"Government changes their mind every four years. That's why I don't want the information to come from government."
(Halifax, female 40-50)

"Politicians are not interested in taking care of this planet. They just want to get re-elected."
(Toronto, male 20-30)

"I don't believe what they tell me. It's a bunch of gibberish."
(Vancouver, male 30-40)

The Montreal group responded with guffaws when the moderator's suggested that Mr. Bourassa or Mr. Mulroney might be influential in reassuring the public about the relative safety of nuclear energy.

4.4 Business

Business people seemed to be ranked ahead of politicians as credible information sources, but not by much:

> "I don't know who sets the standards, but I hope it's not a businessman."
> (Toronto, male 30-40)

However, there was an undercurrent of opinion that companies who are making money within the nuclear industry should somehow be responsible for disseminating facts. Perhaps the implication of this apparent contradiction is that companies should contribute financially and through the provision of information to a communications program that is controlled by the civil service.

4.4 Others

In addition to David Suzuki and the late Fernand Séguin, participants named some other public figures as desirable spokespeople. The following names elicited agreement or at least did not create dissention: Pierre Burton, Adrienne Clarkson, Pierre Nadeau, Knowlton Nash and Ralph Nader.

There was enthusiasm for the idea of a "nuclear ombudsman", preferably a scientist, who would speak to and for Canadians. According to participants, such an individual could play a useful role in helping ordinary people sort out controversies and debates.

5. Message Tone

The message about nuclear energy controls should be perceived as objective. One way of accomplishing this, according to all of the groups, is to deal with the negatives as well as the positives. For example, by admitting that mistakes can be made.

But above all, the message must be simple. All participants identified simplicity as an essential feature of understanding, but two of them expressed that sentiment particularly well:

> "I know that it's a tough subject to break down, but I want it in layman's terms so that I can understand it."
> (Toronto, male 50+)

"Nous les citoyens, on veut rien savoir de scientifique. On veut juste savoir que ce n'est pas dangereux et que ça fait des bonnes choses à un coût qui a de l'allure."
(Montreal, male 40-50)

D. ORGANIZATIONAL IMAGE

Towards the end of each meeting, the moderator asked for reactions to the name "Atomic Energy of Canada Limited or AECL" followed by an analogous question about "the Atomic Energy Control Board or the AECB".

1. Atomic Energy of Canada Limited (AECL)

There was very limited recognition of the AECL name, but the word "Limited" indicated to participants that it was not a government department or agency. A few individuals knew about the AECL being responsible for selling Candu reactors and two older gentlemen in Halifax were quite familiar with it:

"Dealing with Atomic Energy of Canada gives me confidence."
(Halifax, male 50+)

"Atomic Energy of Canada is a fine organization, but they couldn't sell ice cream to a bunch of starving boy scouts. Engineers can't sell."
(Halifax, male 50+)

2. The Atomic Energy Control Board (the AECB)

When initially asked if they recognized the name "Atomic Energy Control Board", only one or at most two participants in each group responded affirmatively. A few said that they were more familiar with "the Atomic Energy Commission".

Participants were then requested to give their impression of what "the Atomic Energy Control Board" was responsible for as distinct from "Atomic Energy of Canada Limited". In all instances, albeit through somewhat cooperative efforts, they homed in on the essential difference rather rapidly:

> "It sounds to me that Atomic Energy of Canada Limited is responsible for doing research, and that the Atomic Energy Control Board is the watchdog."
>
> (Toronto, male 30-40)

> "Énergie Atomique Canada Limitée sont ceux qui travaillent le produit, et l'autre (la CCEA) sont ceux qui surveillent ceux qui travaillent."
>
> (Montreal, male 50+)

Only one of the 52 participants spontaneiously referred to the Atomic Energy Control Board by name during discussions. That was in Vancouver and the individual was a female between 40 and 50 years of age. Her statement was to the effect that "the Atomic Energy Control Board does not give full information".

At the end of the discussions, just before going on to the self-administered questionnaire, further random comments were made and ideas suggested. Three that pertained specifically to the AECB's image are noted here only as points of interest, since time did not permit further probing to ascertain if the views expressed were shared or not:

- The word "atomic" is out of date and should be changed to "nuclear".
- The name "Atomic Energy Control Board" is frightening and conjures up images of men in white coats.
- There should be a person representing the general public on the board.

E. CONCLUSION

Discussions with 52 Canadians in five major cities showed them to be confident that some governmental authority was protecting the public against the dangers of nuclear energy, although that authority was faceless and nameless. There were only one or two participants in any group who had previously heard about the Atomic Energy Control Board or the AECB.

There was slightly more recognition of Atomic Energy of Canada Limited, but the extent to which that organization may be perceived by Canadians as the body regulating the nuclear industry will have to be ascertained quantitatively. However, when asked to reflect upon the names of the two organizations, participants were able to identify AECL as probably commercially-oriented and the AECB as a control agency.

The quality and effectiveness of Canadian controls were generally highly regarded relative to what may exist in other countries. But Canada was seen as having little or no influence beyond its borders to prevent any radioactive material it may export from being used for military purposes. The bomb test conducted by India back in the seventies using Canadian uranium was obviously still at the forefront of participants' minds.

Participants felt that they had a right to be informed about developments in Canada's nuclear industry, and the information they spoke of included explanations as to why nuclear energy is needed, facts about the storage of radioactive waste, transportation, medical applications and international trade.

They were not able to readily distinguish where the AECB's responsibilities begin and end. They indicated strongly that they did not want to hear only about "how" their safety is ensured, but also about "why" they were expected to tolerate potentially dangerous situations. They showed no interest whatever in technical explanations. They simply wanted to know why a nuclear product or procedure was desirable, what risks it entailed, what was being done to minimize those risks and at what cost.

However, in spite of their desire to be more knowledgeable, most participants admitted that they could not understand or believe most of what was being communicated to them. They talked about the need for credible spokespersons, such as David Suzuki, who could explain things simply and objectively, including the negatives as well as the positives.

The civil service, as distinct from politicians, was viewed as a plausible source of reliable information. But public servants were seen as difficult to reach and as restricted in what they were permitted to divulge to the public. Furthermore, there was evidence of some hostility to an Ottawa-based information centre.

Many ideas were expressed on the ways in which the AECB might communicate with the general public, particularly through television, which appeared to be the medium of predilection. Magazines, newspapers and brochures were also identified as adjunct sources of information.

Participants seemed to favour a mode of learning by osmosis, requiring passive or semi-passive involvement on their part. They were relatively unenthusiastic about public meetings of any kind, including public hearings, claiming that they attracted specialists who were impossible to follow, and fanatics whose opinions were too extreme to take seriously.

It is hoped that the ideas recorded and analyzed in this report were thought provoking and that they will be instrumental in determining a truly effective mass communications strategy for the AECB.

CONTEMPORARY RESEARCH CENTRE LTD.

IMAGE STUDY FOCUS GROUPS

SCREENING QUESTIONNAIRE

Good afternoon/evening, I'm _____ from Contemporary Research Centre Limited. We're interviewing people in your area and I would like to ask you a few questions. Firstly --

1. Do you or does someone in your household, work for a market research firm, an advertising agency, a public relations firm or in a nuclear energy related field?

   1 Yes → THANK AND TERMINATE

   2 No

   V Refused → THANK AND TERMINATE

2. In which of the following age groups do you belong? Are you --

   1 Under 20 → THANK AND TERMINATE

   2 20 - 29

   3 30 - 39

   4 40 - 49

   5 50 and over

3. Have you participated in a group discussion for a market research company within the last year?

   1 Yes → THANK AND TERMINATE

   2 No

4. Record sex.

   1 Male

   2 Female → Check quotas

5. We are asking a group of about nine people like yourself to participate in a group discussion where you will have an opportunity to express your opinions on issues related to energy. This is simply a market research survey, so we can assure you that opinions you express will remain strictly confidential. The purpose of the session is to enable us to better know your impressions and opinions on the topic.

   The discussion will take approximately two hours of your time and you will find it both interesting and enjoyable. As a token of our appreciation you will receive for your participation.

   The meeting will be held

   at _____

   on _____ and will start at _____ p.m. The

   telephone number is _____.

   Would you be available to participate?

   1 Yes

   2 No ——→ THANK AND TERMINATE

   May I have your name, address and telephone number?

   Name: _____

   Address: _____

   Telephone Number: _____

   Recruiter Name: _____

I will be contacting you on the day or evening before the group to confirm your attendance. What would be the best time to call? Time to call _____. Should I call the number you just gave me or is there another number where I could reach you more easily at the recall time?

Same number as above ☐

Best number to reach
respondent for call back _____

Thank you, I'll call on (day, time arrange above). Result of Confirmation Call:

Attendance Confirmed ☐

Will not be attending ☐

Centre de Recherches Contemporaines Limitée

GROUPES DE DISCUSSION EN PROFONDEUR POUR L'ÉTUDE SUR L'IMAGE

QUESTIONNAIRE DE DÉPISTAGE

Bonjour/bonsoir. Ici _____ du Centre de Recherches Contemporaines Limitée. Nous interviewons des personnes dans votre région et j'aimerais vous poser quelques questions. En premier lieu--

1. Est-ce que vous-même, ou une personne de votre foyer, travaillez pour une firme d'étude de marché, une agence de publicité, une firme de relations publiques ou dans un secteur relié à l'énergie nucléaire?

   1 Oui → REMERCIEZ LA PERSONNE ET METTEZ FIN À L'INTERVIEW

   2 Non

   V Refus → REMERCIEZ LA PERSONNE ET METTEZ FIN À L'INTERVIEW

2. Dans quel groupe d'âge vous situez-vous? Avez-vous --

   1 Moins de 20 ans → REMERCIEZ LA PERSONNE ET METTEZ FIN À L'INTERVIEW

   2 De 20 à 29 ans

   3 De 30 à 39 ans

   4 De 40 à 49 ans

   5 50 ans et plus

3. Avez-vous participé à une discussion de groupe pour une entreprise d'étude de marché au cours de l'année précédente?

   1 Oui → REMERCIEZ LA PERSONNE ET METTEZ FIN À L'INTERVIEW

   2 Non

4. Inscrivez le sexe:

   1 Masculin
   2 Féminin
   → VÉRIFIEZ LES QUOTAS

5. Nous invitons un groupe d'environ neuf personnes comme vous-même à participer à une discussion de groupe où vous aurez l'occasion d'exprimer votre opinion sur des sujets reliés à l'énergie. Il s'agit simplement d'une étude de marché et nous pouvons vous assurer que les opinions que vous exprimerez resteront tout à fait confidentielles. L'objectif de la rencontre est de nous permettre de mieux connaître vos impressions et vos opinions sur le sujet.

La discussion durera environ deux heures et je suis sûr(e) que vous la trouverez à la fois intéressante et agréable. Nous vous remettrons en témoignage d'appréciation pour votre participation.

La rencontre aura lieu:

au: C.R.C., 2155 rue Guy, bureau 1080

le: mardi 11 octobre et commencera à 17h 45.

Le numéro de téléphone est 932-7511.

Acceptez-vous d'y participer?

1 Oui

2 Non ——→ REMERCIEZ LA PERSONNE ET METTEZ FIN À L'INTERVIEW

Pourrais-je avoir vos nom, adresse, et numéro de téléphone?

NOM: _____

ADRESSE: _____

NO DE TÉLÉPHONE: _____

NOM DU RECRUTEUR: _____

Je communiquerai avec vous la veille de la rencontre pour confirmer votre présence. Quel est le meilleur moment pour vous rejoindre? Heure de l'appel _____. Dois-je vous téléphoner au numéro que vous venez de me donner ou y a-t-il un autre numéro où il serait plus facile de vous rejoindre pour le rappel?

Même numéro que ci-dessus ☐

Numéro où rejoindre le répondant pour le rappel _____

Merci beaucoup. Je vous rappellerai le (jour, heure fixée ci-dessus).

Résultat de l'appel de confirmation:

Présence confirmée ☐

N'assistera pas à la réunion ☐

APPENDIX B
SUMMARY OF
GROUP COMPOSITION

	MALES		FEMALES		
	UNDER 40	OVER 40	UNDER 40	OVER 40	TOTAL
VANCOUVER	4	3	2	2	11
CALGARY	3	3	2	2	10
TORONTO	4	2	3	2	11
MONTREAL	3	3	2	2	10
HALIFAX	3	2	2	3	10
TOTAL	17	13	11	11	52

AGE BREAKDOWN: UNDER 40 = 28
OVER 40 = 24

SEX BREAKDOWN: FEMALE = 22
MALE = 30

Topic Guide

Possible discussion outline:

- welcoming participants; explaining what a focus group is (5-10 min.)
- identifying the discussion topic as "control of nuclear energy for peaceful applications" such as medical diagnosis and treatment, electrical power generation, consumer products like smoke detectors, industrial processes, etc. (5-10 min.)
- asking participants to talk about nuclear energy applications or activities that they know about, probing how they feel about using nuclear energy for (a) generating electricity, (b) other industrial uses such as sterilization of medical supplies or food, (c) medical processes for diagnosis and treatment, (d) consumer products (10-15 min.)
- leading discussion to the need for regulation of nuclear facilities, radioisotope users (give examples), radioactive waste management, transportation of radioactive materials, etc. (15-20 min.)
- short break (5 min.)
- ascertaining how participants believe control of nuclear energy is being done and by whom; seeking opinions about the effectiveness of controls (15-20 min.)
- probing for views on how control should be carried out (10-15 min.)
- asking participants what information on the control process and/or nuclear safety they would like to receive, and by what means they would find its receipt most convenient (10-15 min.)
- describing the AECB, its roles and achievements (5-10 min.)
- asking participants to fill out a self-administered questionnaire before leaving, and thanking them for their assistance (10-15 min.) The questionnaire might be structured so that the response can be classified as being from someone who had never heard of the AECB until the focus group, or someone with a prior knowledge.

APPENDIX D
DESCRIPTIONS OF THE
AECB & AECL

Capsule Descriptions

Atomic Energy Control Board

The AECB is a federal government agency whose purpose is to ensure that Canadians can benefit from the peaceful uses of nuclear energy without undue risk to health, safety, security and the environment. It controls the safe use of radioactive materials through a system of licensing and compliance inspection, and the enforcement of regulations.

Commission de contrôle de l'énergie atomique

La CCEA est un organisme du gouvernement fédéral qui a pour but d'assurer que les Canadiens peuvent profiter des utilisations pacifiques de l'énergie nucléaire sans porter atteinte indûment à leur santé et à leur sécurité, à la sécurité matérielle et à l'environnement. Elle contrôle l'emploi des matières radioactives en appliquant des règlements et en administrant un régime de permis et d'inspection de conformité.

Atomic Energy of Canada Limited

AECL is a large, commercially-oriented company owned by the federal government. It is in the business of research, design, manufacturing and sales for a variety of nuclear energy applications from electric power plants to medical diagnosis and treatment. The firm's activities involving nuclear materials and facilities are subject to AECB approval and licensing.

L'Énergie Atomique du Canada, Limitée

L'EACL est une importante société commerciale du gouvernement fédéral. Elle s'occupe de la recherche, de la conception, de la fabrication et de la vente de diverses applications de l'énergie nucléaire, allant des centrales électro-nucléaires au diagnostic et au traitement en médecine. Ses activités liées aux installations et matières nucléaires sont assujetties à l'approbation et au régime de permis de la CCEA.

Contemporary Research Centre

Self-Administered Questionnaire

1. Below is a list of things, both favourable and unfavourable that have been said about the Atomic Energy Control Board (AECB). Please look over the list quickly so that you are familiar with the kind of statements on it.

   Now please read through the list and every time you come to a statement that fits your ideas or impresssions of the Atomic Energy Control Board, circle the number beside it. You may pick as many or as few as you like ... you don't have to be certain. Just pick all the statements you think fit the Atomic Energy Control Board.

1 Regulates the nuclear industry effectively
2 Is open to the public's comments and suggestions
3 Decisions it makes always put public health and safety first
4 Involved only in the peaceful uses of nuclear energy
5 Sponsors research projects related to nuclear safety

6 Fails to keep up-to-date with developments in the industry
7 Is reassuring in an emergency
8 Is strict and thorough in granting licences to businesses in the nuclear field
9 Makes a lot of effort to protect the environment
10 Just a "front" organization without real power

11 Makes sure consumer products using radioactive materials are safe
12 Ensures that Canadian materials are not used in nuclear weapons
13 Employs highly skilled scientists and engineers
14 Never hear much about it
15 Helps to reduce the risk of a nuclear accident

16 Ensures that nuclear waste is stored safely
17 Has a good reputation nationally and internationally
18 Applies stringent controls in the regulation of the nuclear industry
19 Inclined to cut corners
20 Depends too much on the nuclear industry for the information it needs to regulate

21 Understands peoples' concerns
22 Does not listen to environmentalists
23 Sets standards and regulations that effectively protect public health and safety
24 Makes it too easy to get a licence
25 Performs an important and worthwhile task

26 Not independent enough
27 You can believe what it says
28 Protects the environment by protecting people
29 Hides the facts about nuclear dangers
30 Carries out regular inspections to check that licensed organizations comply with regulations

(PLEASE TURN OVER)

31 Acts in the best interests of all Canadians
32 Has power to enforce the laws and regulations governing the use of nuclear energy
33 Has to take a greater interest in the environment
34 Well managed
35 Its efforts make working in nuclear industry safer than it would be otherwise

36 Licenses activities that people don't like
37 Has the expertise to deal with a very complex technology
38 Inclined to knuckle under when pressured by companies it licenses
39 Provides reliable information
40 Hires too many employees from the nuclear industry

41 Prevents radioactive waste from polluting the environment
42 Not strict enough in regulating the nuclear industry
43 Is involved in activities that are interesting
44 Refuses to hold public hearings
45 Has sufficient people and money to accomplish its mission

46 Takes its responsibility for regulating the nuclear industry seriously
47 In bed with the industry it is supposed to regulate
48 Sets high standards for public safety
49 Is a branch of the federal energy department
50 Does its work in secret

51 Exercises tight control over the export of nuclear materials
52 Nice to know it's there
53 Ensures that health and safety standards are adhered to by the industry
54 Downplays controversial issues that are of public concern
55 Ensures that radioactive materials are transported in safe containers

56 Controls pollution problems related to nuclear energy
57 Is the final authority in approving nuclear energy projects
58 Regulates without actively promoting the use of nuclear energy

2. Were you aware of the Atomic Energy Control Board (AECB) before you came here this evening?

1 Yes, was aware of the AECB

2 No, not aware

Thank you for your co-operation.

Centre de Recherches Contemporaines Limitée

Questionnaire autoadministré

1. **Vous trouverez ci-dessous une liste de commentaires, favorables et défavorables, qui ont été faits au sujet de la Commission de contrôle de l'énergie atomique (CCEA). Veuillez y jeter un coup d'oeil rapide afin de vous familiariser avec le type de commentaires.**

Veuillez maintenant lire la liste en entier et chaque fois que vous lisez un commentaire qui correspond à vos impressions de la Commission de contrôle de l'énergie atomique, encerclez le numéro qui figure à côté. Vous pouvez en choisir autant ou aussi peu que vous le voulez ... sans nécessairement être certain. Choisissez simplement les énoncés qui, d'après vous, s'appliquent à la Commission de contrôle de l'énergie atomique.

1 **Elle réglemente efficacement l'industrie nucléaire**
2 **Elle est ouverte aux observations et suggestions du public**
3 **Elle pense d'abord à la santé et à la sécurité des gens avant de prendre une décision**
4 **Elle ne s'occupe que des utilisations pacifiques de l'énergie nucléaire**
5 **Elle finance des projets de recherche liés à la sûreté nucléaire**

6 **Elle ne se tient pas au courant des dernières découvertes de l'industrie**
7 **Son rôle est rassurant en cas d'urgence**
8 **Elle se montre stricte et minutieuse avant de délivrer des permis à l'industrie nucléaire**
9 **Elle s'efforce beaucoup de protéger l'environnement**
10 **Elle ne représente qu'un organisme de façade qui n'a aucun pouvoir réel**

11 **Elle s'assure que les produits de consommation contenant des matières radioactives sont sécuritaires**
12 **Elle s'assure que les matières canadiennes ne servent pas à fabriquer des armes nucléaires**
13 **Elle a à son emploi des scientifiques et des ingénieurs très compétents**
14 **On n'en entend jamais beaucoup parler**
15 **Elle aide à réduire le risque d'accident nucléaire**

16 **Elle s'assure que les déchets radioactifs sont entreposés en toute sûreté**
17 **Elle jouit d'une bonne réputation au Canada et à l'étranger**
18 **Elle applique des contrôles sévères à l'industrie nucléaire**
19 **Elle a tendance à agir à la hâte et à manquer de soin**
20 **Elle dépend trop de l'industrie nucléaire pour obtenir les renseignements dont elle a besoin pour bien réglementer**

21 Elle comprend les préoccupations du public
22 Elle n'écoute pas les défenseurs de l'environnement
23 Elle établit des normes et des règlements qui protègent efficacement la santé et la sécurité du public
24 Elle accorde des permis trop facilement
25 Elle accomplit une tâche importante et valable

26 Elle n'est pas assez indépendante
27 On peut croire ce qu'elle dit
28 Elle protège l'environnement en protégeant la population
29 Elle cache les faits au sujet des dangers de l'énergie nucléaire
30 Elle effectue des inspections périodiques pour vérifier que les compagnies qui ont des permis se conforment aux règlements

(TOURNER LA PAGE S.-V.-P.)

31 Elle agit dans l'intérêt de tous les Canadiens
32 Elle a suffisamment de pouvoir pour faire appliquer les lois et les règlements sur l'utilisation de l'énergie nucléaire
33 Elle devrait se préoccuper davantage de l'environnement
34 Elle est bien administrée
35 Ses efforts augmentent la sécurité des employés de l'industrie nucléaire

36 Elle délivre des permis pour des activités que la population n'aime pas
37 Elle a la compétence pour s'occuper d'une technologie très complexe
38 Elle a tendance à céder si les compagnies à qui elle accorde des permis exercent trop de pression sur elle
39 Elle fournit des renseignements fiables
40 Elle engage trop d'employés venant de l'industrie nucléaire

41 Elle voit à ce que les déchets radioactifs ne polluent pas l'environnement
42 Elle n'est pas assez sévère dans sa réglementation de l'industrie nucléaire
43 Elle s'occupe d'activités qui sont intéressantes
44 Elle refuse de tenir des audiences publiques
45 Elle possède suffisamment d'employés et d'argent pour remplir son mandat

46 Elle prend au sérieux sa responsabilité de réglementer l'industrie nucléaire
47 Elle est de connivence avec l'industrie qu'elle est censée réglementer
48 Elle établit des normes élevées pour la protection du public
49 Elle est une division du ministère fédéral de l'Énergie
50 Elle travaille dans le secret

51 Elle exerce des contrôles stricts sur les exportations de matières nucléaires
52 Il est bon de savoir qu'elle est là
53 Elle s'assure que l'industrie se conforme aux normes de santé et de sécurité
54 Elle diminue l'importance des questions controversées qui inquiètent le public
55 Elle s'assure que les matières radioactives sont transportées dans des contenants sécuritaires

56 Elle contrôle les problèmes de pollution liés à l'énergie nucléaire
57 Elle est l'autorité finale qui approuve les projets d'énergie nucléaire
58 Elle réglemente sans faire la promotion de l'énergie nucléaire

2. Aviez-vous déjà entendu parler de la Commission de contrôle de l'énergie atomique avant de venir ici, ce soir?

1 Oui

2 Non

Merci de votre coopération.

APPENDIX F
GLOBE & MAIL ARTICLE
ON ITER PROJECT
OCTOBER 1, 1988

Canada to join nuclear fusion project

BY ROBERT SHEPPARD
The Globe and Mail

On Monday in Brussels, the Canadian Government will join a prestigious international research project designed to produce fusion energy, the next generation of nuclear power.

And while the initial entry fee is fairly modest — roughly $5-million (U.S.) over the next 2½ years — a commitment to build the largest fusion reactor in the world would cost Canada at least $250-million (U.S.) over the next decade, scientists involved in the project say.

The potential economic spin-offs from the project are such, however, that both Ontario Premier David Peterson and Quebec Premier Robert Bourassa have written to Prime Minister Brian Mulroney offering their provinces as sites for the experimental reactor.

And a small working group in the Department of External Affairs has been established to co-ordinate diplomatic efforts to have the experimental thermonuclear reactor built and operated in Canada, scientists and Government officials say.

The proposed $4-billion (U.S.) fusion reactor — called ITER — grew out of a superpower summit three years ago, and is a joint project of the United States, the Soviet Union, the European Community and Japan.

The project and Canada's prospective involvement has not been widely publicized by Ottawa. However, in a recent trade magazine of the Canadian Nuclear Association, there is a foreword from Mr. Mulroney extolling the potential benefits of fusion research and the ITER project in particular.

"Canada is particularly well positioned to meet these challenges," the Prime Minister says, adding that the ITER plan "is, in my view, a very positive step."

Canada, which is participating in ITER as a member of the European delegation by picking up roughly 10 per cent of its costs, appears to have a special interest in providing the fuel for the project — the 30-to-75 kilograms of hard-to-find tritium that will be needed by the late 1990s when the reactor is actually built.

Canada's initial investment for the 2½-year design phase is modest. But should the reactor get the go-ahead from the design team, probably in 1990, the tab rises substantially into the $4-billion (U.S.) range. The Canadian contribution would then be at least $250-million (U.S.) over the 10 years it would take to have the facility built and tested, according to calculations done for the federal and provincial governments.

The United States and the Soviet Union have said that, in the interest of better superpower relations, neither would host the project. So attention is turning to smaller, diplomatically acceptable participants with the right social amenities and surplus electricity to power an energy-hungry reactor.

"It is too early to start lobbying," a federal official said. "But we have made it known internationally (at a recent meeting of the International Energy Agency) that we are interested."

Finland and Yugoslavia are also expressing preliminary interest in hosting the project, according to one Canadian scientist involved in the organizational work.

One of the services Ottawa would like to supply the project is the fuel for the reactor, tritium.

However, a problem at the moment is that the biggest potential supplier of tritium — Ontario Hydro, which has just begun to extract the isotope at its new $124-million operation at Darlington — has been unwilling so far to involve itself in any marketing ventures.

Robert Franklin, the utility's chairman and president, said in a recent interview that he intends to bring the matter before the Crown corporation's board of directors, probably by January.

An unneeded by-product of the more traditional CANDU reactors, tritium sells on the industrial and pharmaceutical markets for more than $15,000 a gram, Hydro executives say.

The tritium fuel costs for the ITER reactor alone could be in excess of $300-million (U.S.), over a 10-year period, early estimates suggest.

However, Hydro is apparently fearful that marketing tritium would involve the utility in confrontations with anti-nuclear groups and could harm its corporate image. Tritium is a key component in making hydrogen bombs.

The federal Government recently passed regulations to allow the export of Canadian tritium for fusion research, probably with an eye to using the fuel to offset some of its direct research costs for ITER, scientists involved in the project have suggested.

Moreover, the Ontario Premier's Council on Technology recently urged Hydro to market tritium. And Queen's Park, after a two-year hiatus, is about to resume financing some domestic research into nuclear fusion with a soon-to-be-announced, $0.4-million grant from the Premier's Council, a think tank and financing agency.

The Ontario contribution will total about 40 per cent of the $22-million the Canadian Fusion Fuels Technology Project is intending to spend by 1992. The CFFTP is one of the main groups co-ordinating research and supplying the scientists for the ITER project, currently centred in Garching, West Germany.

Canada spends about $20-million annually on fusion research. By joining the four-power ITER project, expenditures on fusion research should increase substantially over the next few years.

But it would still be a drop in the bucket compared with the approximately $500-million (U.S.) and $350-million (U.S.) spent each year on fusion research in the United States and Japan respectively.